

CHEMIST & DRUGGIST

newsweekly for pharmacy

a Benn publication

16 1983

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¹Retail pharmacists' recommendations of over-the-counter and consumer medicines. Martin Hamblin Research January 1983.

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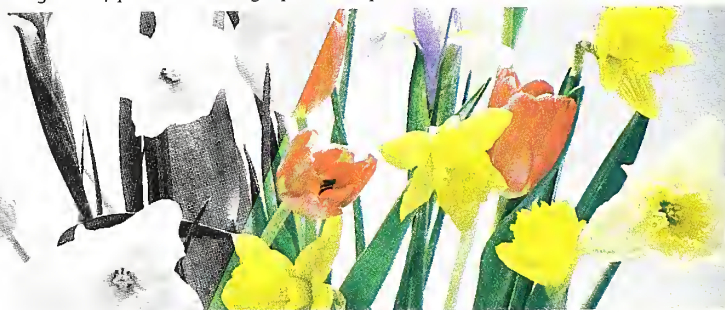


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COMMENT

Off-target BPA?

The Pharmaceutical Services Negotiating Committee must be delighted that, for once, delegates to the conference of Local Pharmaceutical Committees on Sunday gave a crystal clear goal to be attained in negotiation with the Department of Health. That the payment of the emotive Basic Practice Allowance should have been the catalyst for sharp debate may not have surprised them, but their intent to exclude leapfroggers from this and future increases may well have done so.

The problem PSNC now has is to implement this "mandate." A meeting with the Department has already been requested — the DHSS is known to be in favour of the BPA concept and to accept that pharmacies, opened up since July 1980 within 1km of existing premises, do not receive this payment. But whether it will accept that, for this year at any rate, so-called leapfroggers be deprived of a £2,600 segment of the agreed global sum is questionable — they would otherwise have received this as on-cost.

PSNC hopes to implement the wishes of conference on July 1, so the talking will have to be both fast and, hopefully, not too furious. The increase to £5,000 is not in doubt, but the Department may not allow a one-tier system and insist on an alternative scheme. Those not receiving the BPA now may be permitted to reappeal against that decision. Or a stepped BPA may be introduced to make allowances for the on-cost these contractors would otherwise have received.

The latter is the course PSNC may have preferred delegates to take, but with only six people opting for a two-tier system, the Committee has little alternative but to do its best to implement a one-tier BPA. Alan Smith believes the higher BPA will stop the conglomeration of pharmacies around either health centres or High Street honey pots, but whether the ultimate sanction of withholding an ever-increasing BPA element of the global sum from a group of contractors who are deemed to have appropriated the birthright of their peers will be instituted, remains to be seen.

Knock, knock. Who's...

Information reaching *C&D* this week suggests that "investigators" are still calling on community pharmacists to check up on their stocks — apparently as part of an investigation into parallel imports. But now, unlike the unidentified operation *C&D* warned about on March 19, the investigators appear to be genuine inspectors from the Ministry of Agriculture, Fisheries and Food (who sometimes act on behalf of the Department of Health).

At the time of going to Press we have been unable to confirm the purpose of the visits, but at least one was clearly designed to discover the extent to which a parallel importer might be promoting the availability of his stock — a potential

breach of the law if the Medicines (Exemption from Licences) (Importation) Order 1978 is being relied on.

If that is the case, pharmacists will obviously co-operate willingly, but the profession surely has a right to be warned by the DHSS if it is now moving against the importers through pharmacists. It can be a daunting experience to receive a visit which may imply that the pharmacist himself may be guilty of some breach of the law. And if the DHSS has any such idea, it should say so publicly.

LPCs vote for one-tier, £5,000 BPA

Delegates at the conference of Local Pharmaceutical Committees voted overwhelmingly on Sunday for a £2,600 increase in the Basic Practice Allowance to £5,000 for existing recipients only, to be financed, for the year commencing July 1, from on-cost alone. In future, delegates want the BPA appraised annually with further increases financed from other sources, as well as on-cost.

So-called "leapfroggers" — past, present and future — will not receive the enhanced BPA in the "one-tier" system proposed, if the Pharmaceutical Services Negotiating Committee and the Department of Health can implement the wishes of the delegates. On-cost will be reduced by an average of around 2 per cent this year to pay for the £2,600 increase. But delegates want on-cost to remain an integral part of the contract as a temporary hedge against inflation, with future increases — resulting from the desired annual appraisal of BPA — not being financed "solely" by reducing on-cost.

Series of amendments

The will of the delegates was determined only after a series of amendments to the original joint resolution, from Birmingham and St Helens and Knowsley LPCs, had been incorporated, and a further motion from Norfolk on the method of finance for the BPA had been defined clearly and passed. The original motion said that the BPA should be "increased to not less than £5,000 per annum, updated annually by normal indices, such that rational location of pharmacies may soon be realised rather than remain a dream."

The original joint motion would also have allowed for the two-tier BPA system, recently envisaged by PSNC financial executive Mike Brining, in which leapfroggers would receive only increases above the present £2,400, while everyone else received the full amount. Proposing this motion, Mr R.E. Noble, Birmingham LPC, said the profession had a duty to provide a full pharmaceutical service for as large a percentage of the population as possible, and that BPA was one method of achieving this end by encouraging rational distribution. The alternative to persuasion and incentives was a system of licences and legislation.

"A BPA of at least £5,000 confers advantage to the vast majority of pharmacies," Mr Noble said. "It cannot

be right for members of the same profession to become involved in obscene dogfights for premises closer to the source of NHS income." He said the aspiring pharmacy owner should be persuaded to seek a site where a pharmacy is needed and to build a new business, or pay the market price for an existing one.

It became clear, however, that Mr Noble did not in fact want a two-tier BPA. "To offer a part BPA to contractors not at present in receipt of one would acknowledge the value of a non-essential pharmacy, and must be resisted," he said. Seconding the motion, Mr A. Jolley, St Helens and Knowsley LPC, said leapfrogging could not be equated with free enterprise; worries about the future or the effects on on-cost were an excuse, not a reason, for voting against the motion. "Rational location of pharmacies is the only hope pharmacists have of becoming a profession as opposed to a trade," said Mr Jolley.

Mr Andrew Bond, Somersset, then put the amendment that "for those pharmacies at present entitled to a BPA and to such pharmacies as may meet the criteria in the future, the BPA be raised to not less than £5,000 etc . . ." He said the BPA originally "front-loaded" the contract for the benefit of the smaller contractor, evened out anomalies in on-cost receipts caused by extremes of NIC, and, when withheld from new pharmacies opening up where they were not needed, helped planned distribution.

'Out on a limb'

Pharmacies not receiving the present BPA could not suddenly become "partly-needed" and thus entitled to the increase, suggested Mr Bond. "They are out on a limb of their own choosing." It was impractical to have different vintages of BPA payments, creating variable goodwill valuation.

Seconding this amendment, Mr Peter Clarke, Dorset, said current PSNC thinking on a two-tier BPA seemed to



Proposer of the original joint motion on BPA, Mr R.E. Noble, Birmingham LPC, puts his case

suggest that pharmacies ruining the viability of pharmacy contractors already providing the service should be compensated by getting, say, half the new BPA.

Mr Bob Worby, Redbridge and Waltham Forest, did not agree. Although he was very much against leapfroggers, conference was talking about the transfer of remuneration from one heading to another. If done, it would deprive this group of income to which they had been entitled since they had been contractors. "There is no way you will get away with it," he argued.

Mr Alan Smith, chief executive, PSNC, reminded delegates that it was possible to check in advance whether or not BPA would be paid if a pharmacy opened up in a particular position.

Mr Dengar Evans, Gwent, said that ultimately fiscal measures would fail if used to plan the development of a profession. However, the PSNC's use of BPA was worth supporting as an interim measure, but really new legislation was needed. "The BPA should be a one-tier effort," Mr Evans said.

Mr Deric Evans, City and East London, said that pharmacies in London suburbs and East London were being "shot to pieces" by new pharmacies opening where they were not needed. PSNC and conference must not be afraid to apply the original BPA policy.

A Wakefield delegate asked the platform to give an opinion on the legality of the proposals before conference. The chairman, Mr David Sharpe, declined to do so and said such matters could only be decided by the courts.

The amendment was put and carried to become the substantive motion. A further amendment to this motion was then proposed for Hertfordshire LPC by Mr B. Simpkins. The words "updated annually by normal indices" should be substituted by "and that figure be appraised annually," he said. If the assessment were based only on national

indices, any future attempt to change the real value of the BPA would be severely limited. "We believe our amendment will give our negotiators greater flexibility in fixing the level of the BPA when dealing with the DHSS." This amendment was also carried.

Mr Noble, proposer of the original motion, then exercised his right of reply on the final substantive motion. "It is, he claimed, exactly what I wanted and exactly what I said." The motion was then passed by an overwhelming number of delegates.

Financing BPA in the future

The Norfolk resolution that future increases in on-cost should not be financed solely by reducing the BPA was then proposed by Mr J.B. Ewart. He said it was beyond comprehension that the negotiating committee should so readily propose the erosion of the one part of remuneration that safeguarded against being under-paid. Mr Ewart suggested possible funding of the BPA by widening the on-cost and discount scales, by decreasing the dispensing fee, or by using 'new money.' While Norfolk LPC wanted a substantial increase in BPA without delay, it recommended the very minimum use of on-cost to fund it.

Mr Brining expressed frustration with the sentiments expressed. He said that as a non-pharmacist he was always being told pharmacists were in favour of things in principle but not in practice. "This strikes me as a case where you carry a resolution then deny PSNC the means of carrying it out. Let's get on with implementing the resolution now, and not wait until such time as we may have new money because it may be too late for a lot of contractors."

Don't hinder BPA increase

Mr John Davies, Somerset, said conference must not hinder the increase in BPA by being over-concerned with the maintenance of the on-cost level. Mr Thornton, Dorset LPC, said as far as he could see, the previous substantive resolution covered the fact that this year's increase should come out of on-cost. This resolution made it clear PSNC should look for other ways of making next year's increase. Mr David Reid, Essex, then asked Norfolk to define the word 'future' in their motion.

Mr Ewart, the proposer, said the

present increase in BPA should be funded out of on-cost, but any future increase should not be funded solely by this means. The DHSS would be only too pleased to allow the erosion of on-cost

and the motion sought to reduce the possibility.

The motion was subsequently carried by a considerable majority after several other delegates had spoken to it.

PSNC commentary

The PSNC proposals presented to conference would double the BPA for all pharmacies except those doing fewer than 800 scripts a month, by reducing on-cost overall by an average of 2 per cent (to 9.3): The aim is to match as closely as possible present payments for contractors with an average NIC.

The BPA at present is ineffective in achieving rational location. Doubling it will improve its significance as a penalty, but for the larger contractor will still only represent less than 10 per cent of his income, so further increases may have to be considered as a matter of policy.

The PSNC view is that those not receiving the BPA now should receive any increase made above £2,400. Mr Smith had revealed earlier that 351 pharmacies in England and Wales were ineligible for the BPA at the moment. Out of 206 appeals since the introduction of the BPA, 66 have been unsuccessful.

Low NIC contractors will gain marginally from a swing away from on-cost in favour of BPA, Mr M. Brining, financial executive, told the conference. He thought this was reasonable as low NIC areas tended to be high operating cost areas such as inner cities. High NIC contractors will receive less than under the present system — around £500 in £25,000 for 2,000 scripts per month, or in £42,000 for £4,000pm.

Mr Brining said the differentiation

between high and low cost NIC areas worked out at £4,000: "The perpetuation of a differential of this magnitude seems to be unjustifiable." There is no evidence to show that high NICs correlate with high stockholdings, he said, and, although the NHS debt is higher, this does not justify the difference.

The reduction in on-cost would halt its tendency (39.55 per cent paid this year) to overtake the professional fee element of the monthly cheque (40.50 per cent). Mr Brining said this trend was undesirable as professional responsibility was the same whatever the cost of the drug.

A "no detriment" solution was not possible because no "new money" was available and at present, pending the inquiry in May/June into overhead costs, an estimated £9.45m will be overpaid to contractors this year. This is because NIC is rising at 14 per cent per annum, alongside script numbers, to produce an overfunding relative to forecasts — amounts due are lower because operating costs are rising at only 6-7 per cent annually and falling interest rates have reduced the profit due to the pharmacist.

Mr Brining said major decisions had been taken in the past five years to reintroduce the differential on-cost and initiate the BPA. "Conference should have regard to what is right in the long term rather than to limited short term effects." There was a need to adjust the system from time to time without a straight-jacket of preconditions.

Resolutions round-up

Conference supported a motion, proposed by Mr B. Saunders of Cornwall, to the effect that pharmacists should have the right to dispense for all persons resident temporarily or permanently within the rural one-mile limit.

If the wish of conference is to be enacted, Regulations will have to be amended — Editor.

Two motions from Camden and Islington LPC and Coventry LPC linking

the introduction of generic substitution to removal of discount clawback were, after much confused debate, replaced in turn. The chairman suggested the Camden and Islington motion become "... sufficient information regarding the quality control of generic products and manufacturing procedures should be available and that the products be suitably coded to allow identification of manufacturer and content." This new resolution was accepted by conference and then passed.

The Coventry resolution that would have effected linkage of clawback and generic substitution on a quid pro quo

Continued on p696



(left) LPC delegates vote overwhelmingly for the final BPA resolution at this week's Sunday conference. (Right) PSNC chairman, Mr David Harpe addresses conference while PSNC executives Mike Brining, Alan Smith, Stephen Axon and Peter Boardman (from left) look on

NPA advise caution on Greenfield...

The National Pharmaceutical Association has written to Social Services Secretary Norman Fowler giving its views on the Greenfield Report, and has expressed surprise that the working party did not include at least one pharmacist, bearing in mind the subject of its investigations.

"We believe there are a number of misunderstandings and even incorrect statements of fact in the body of the report which would have almost certainly not appeared had there been a pharmacist among the working party members," the NPA says in its letter.

The NPA board urges that no switch to generic substitution be agreed before all the likely consequences have been thoroughly investigated. The financial implications for the industry, the requirement for adequate quality control facilities, the possible repercussions for research and development, and possible legal and financial consequences for pharmacy contractors should be looked into, they say.

Profession's 'major role'

The profession has a major role in advising on the correct choice and use of home remedies, the Association says, and if pharmacists were more widely consulted there would be a reduction in the burden on general practitioners. Attention is drawn to the present advertising campaign.

"Significant economies" could be made by the introduction of the triple prescription form, the board argues, and by the restriction to one month's supply of medicines on each form.

The request for the *Prescribers Journal* and the *Drug and Therapeutics Bulletin* to be supplied to pharmacists at government expense is repeated. "Even where the pharmacist has only limited scope for deciding which brand of a particular medicine to supply, we believe that he should be given every possible assistance in making the most appropriate and economical choice," the NPA says.

The NPA agrees with the report's conclusion that there should not be a limited list of medicines available on NHS prescriptions, and suggests that as part of their education trainee GPs should spend some time in a pharmacy. The NPA also considers that Department of Health-funded training of pharmacists, as well as of doctors, in basic management skills would benefit the NHS.

The Department of Health says there have been responses to the report from all the organisations who were originally consulted. The closing date for comments is April 15, when either Health Minister Kenneth Clarke or Mr Fowler will have to decide on a course of action.

Although the opposition parties,

particularly the Social Democrats, have pressed for implementation of the report's recommendations, the Government is lukewarm over generic substitution. However it has declared its intention of cutting costs in the health service, probably through the pharmaceutical price regulation scheme. DHSS chief pharmacist, Dr B.A. Wills, has made it clear that his department is not in favour of substitution.

The Pharmaceutical Society has said that the pharmacist would require fuller information on drug product quality than is available to him at present before the Society could agree to substitution.

The Guild of Hospital Pharmacists is also planning to submit comments.

... and their Press campaign begins

The first advertisements in the National Pharmaceutical Association's campaign to promote community pharmacy appeared in the *News of the World* magazine on Sunday. Beam Advertising, the NPA's agency, expressed pleasure that the advertisement had been placed with a "sympathetic" article — a health quiz and competition.

The second advertisement has appeared in *People's Friend* and a further insertion was due in this week's issue of *Woman's Weekly*.

So far there has been little further editorial publicity, but public relations consultants Co-ordinated Marketing Services say they are encouraged that journalists are agreeing the pharmacist's services are underused and that many have expressed willingness to help promote the profession. The campaign is expected to be covered in women's magazine features during the Summer and mentioned in other items on self-medication.

Call for POM changes by PSGB

A list of Prescription Only medicines for which the Pharmaceutical Society has sought a change in status to Pharmacy-sale has been sent to the Medicines Commission, according to the final report of the Council, just published, on resolutions passed at the branch representatives meeting last May.

The Commission's attention was drawn to the fact that counter-prescribing could be made more effective if some medicines were reclassified.

■ The difference between the cost of drugs listed as dispensed in branded or generic form in the year ended June 30, 1982 at March 1983 prices, and the cost of the same drugs if all had been dispensed in generic form, is £81m said Health Under Secretary Geoffrey Finsberg in a Commons reply last week.

GP support for pharmacist's role

Support for the pharmacists' role in counter-prescribing comes in an article in last week's *General Practitioner*.

Dr Steve Head says the present system of self-medication is spoilt by the widespread sale of "antiquated and inappropriate preparations", and the anomalies of what is and what is not a Prescription Only medicine. Using bronchitis with a wheeze and hay fever as examples, Dr Head argues that the safest preparations available are β_2 -blockers such as salbutamol, and topical steroid sprays — both available only on prescription. The pharmacist is left with compound preparations falling into "the vague category of cough mixtures", and antihistamines — "systemic drugs with marked side effects".

"As far as I can see, no one has ever sat down and looked sensibly at OTC medicines," says Dr Head. "But there is a broader need to recognise the chemists' valuable role within the health service."

He goes on to suggest that the pharmacist could evolve into a "community therapist", selling information booklets on various forms of self care. "More and more chemist shops have closed. This seems a great shame. With a little imagination and enthusiasm retail pharmacy could become one of the most valuable resources for modern health care."

Public inquiry call for Epilim

Epilim, the anti-epileptic drug, is viewed in an unfavourable light in the *Daily Mirror* this week. An article in the paper lists four case histories of patients who died after taking the drug. Nearly all those who have died were children, says the *Mirror*, and quotes health minister Geoffrey Finsberg as saying recently that 14 people in Britain had probably been killed by the drug.

Jo Richardson (Labour) is reported to be pressing for a public inquiry into the way doctors have prescribed this drug and into the manufacture of it.

□ A public inquiry into the risks and benefits of Depro-provera will take place next week, following Upjohn's appeal against the Minister for Health's licence refusal.

Pharmacy numbers

The number of pharmacies on the Society's Register stood at 10,838 at the end of March, an increase of five over the previous month. During March, 29 premises opened up and 24 closed down.

In England 23 pharmacies opened in March (three in London) and 18 closed (two in London). In both Wales and Scotland three opened and three closed.

by Xrayser

Professor P.F. D'Arcy, professor of pharmacy at Queen's University of Belfast, has been elected dean of the University's faculty of science and will take up his appointment in July.

Professor D'Arcy came to Queen's in 1971 as head of the department of pharmacy, which has grown considerably in size and reputation under his guidance. The faculty of science is the University's largest and the appointment as dean, which is for three years, represents an honour for pharmacy. Professor D'Arcy was last week admitted to the livery of the Society of Apothecaries of London, at a ceremony held at Apothecaries Hall. This honour was bestowed by the Society's Master, Dr T.D. Whittet, CBE, FPS.



Mr Dengar Evans, FPS, Gwent Local Pharmaceutical Committee, speaking at this week's conference on Sunday, April 10, the 50th anniversary of his inclusion on the Register of Pharmaceutical Chemists

SPF elections

The results of the Scottish Pharmaceutical Federation council elections are as follows:-

- ☐ Highland and Grampian regions. Mr Alan Cruickshank, Turriff, Aberdeenshire and Mr David Forbes, Banchory, Kincardineshire.
- ☐ Tayside region. Mr Bernard Brown, Crieff, Perthshire and Mr Robert Marr, Dundee.
- ☐ Strathclyde region. Mr Edward Brown, Mr Patrick Gilbride, Mr Ian McDougall, Mr Graham Tarbet, Glasgow; Mr George Rillie, Alloway, Ayr and Mr John Smyth, Paisley.
- ☐ Lothian region. Mr George Allan, Mr Alexander Skinner, Edinburgh and Mr James White, Stoneyburn, West Lothian.
- ☐ Borders, and Dumfries and Galloway regions. Mr Andrew Watson, Thornhill, Dumfriesshire.

Mr R.J. White, MPSNI, pictured outside Buckingham Palace with his family after receiving his OBE some two weeks ago (*C&D* April 9, p602) is a member of the Northern Ireland Pharmaceutical Contractors Committee and not chairman.

Why I buy

In attempting to delegate more of the retail buying, I keep coming up against the problem of trying to make my staff understand why I will buy one product yet refuse to stock another. The influences which bear on my choice were nicely put in a report last week.

With medicines the ingredients have to be right, but that isn't the only factor. The maker's reputation — not only for good products, but for fair dealing with us — carries a lot of weight. And, dare I say it again, so does the name of the product and the markets aimed at.

Alright then. In bowls the rep with a new product. Before I even look at it I want to know what classification it falls into. If crowded, there must be some new approach to justify my stocking it. Advertising support is *critically* looked at. The box is not so important as before, and we know how to switch sell as well as the next.

Assuming it's an effective formula — as effective as its competitors that is — do I have to take it because its "chemist only"? That depends. If it's a small firm

with no advertising support it has to carry high profit to compensate for my time spent introducing it to customers. And, it *has* to be a worthwhile innovative product. National companies rehash the same old ingredients and pressure them onto the market, but I'll stock (which is not the same thing as selling), but only to avoid losing the ready-made sale.

The trouble is, I already have too many duplicates and with stock control figures now showing up my faulty estimates of their sales, I have to drop items rather than bring in new.

There is a thought growing in the back of my mind that we might find more ready acceptance of our professional expertise if we were to throw out all the patents and carry only a range of products which we developed ourselves. The slogan "The pharmacist for effective medicines" might then take on an immediate and acceptable image in the public eye. It is accepted we know our job, but if we only sold our own products the impact would be phenomenal — and would leave a good number of the patent pedlars gasping at our audacity.

We want to make a name for ourselves? Then we must act with confidence. Think about it.

Good chasing

My eye was taken by an item last week which said a register has been introduced by the Credit Protection Association to help traders recover bad debts arising from dishonoured cheques. At this moment I am looking at a cheque returned twice from the bank. It was presented to me in great hurry by a local trader who dashed in, bought a tenner's worth of goods which he needed to complete a job, and tossed off a cheque. I knew him; didn't press for the cheque card.

How was I to know he was going broke because of wine, women and song? Yet this year, by making the unbreakable rule of "no cheques without a cheque card", my losses from rubber cheques total this single slip of paper. I tackled the chap, of course, but by then the egg had broken and it was plain I would be daft to waste time or money chasing him further. (I didn't tell *him* that — I let him believe I would not embarrass him at the moment, but was sure when things had been cleared up he would want to repay the money so I could buy my first Rolls Royce.)

The position must be different for traders dealing in larger sums. My occasional big camera sale causes me concern, since the £50 card limit is already too small, but in the main I know my customers, and can always ask for three

or four forward-dated cheques if I have any doubts (I don't mind waiting three or four days to bank them). Somehow I can't see my gaining much from the scheme.

One more down

One more wholesaler gone and one more possibly to go, while Unichem's profits burgeon. Bludgeon more likely. I hate this shaking out of our suppliers, because every loss leaves a gap which isn't adequately filled, particularly in terms of local deliveries. I guess I am just an old fuddy duddy conservative (little "c"), but if big is considered beautiful, then in my book small can be exquisite.

Do we genuinely want only to be served by Unichem or Vestric, with a local choice of one other? We are already up against restriction of inventory and stock-holding by these firms who only stock a product if it is "economic". That has to be an accountant's way of saying you can have any colour you like so long as it is black . . . or white . . . with maybe a permitted amount of grey. I hate it and am resisting.



The Kodak Colour Carnival means higher film sales in high summer.

Here's how your customers benefit.

35mm Twin packs	'Kodacolor' 400 Film	24/36 exposure	Free photo book and 2 x 20p processing vouchers if prints on Kodak paper
	'Kodacolor' II Film	24/36 exposure	
	'Kodachrome' 64 Film	36 exposure	Free photo book
	'Ektachrome' 64 Film	36 exposure	Free photo book
110/126 Twin packs	'Kodacolor' II Film	24 exposure	Save at least 35p on Kodak SRP
Super 8 Tri-pack	'Kodachrome' 40 Movie Film (Type A)		Save at least £1.65 on Kodak SRP

What Kodak is offering you.

All discounts are fully funded by Kodak with an additional 10% on 'Kodacolor' II Film 110/126 and Super 8.

Exciting point of sale material including dump-bins, counter cards and window stickers.

A national advertising campaign to support the twin pack promotion—as well as advertising on 'Kodak' Film which will appear on TV and posters during the summer sales peak.

Keep it with 'Kodak' Film.

Kodak, Kodacolor, Kodachrome, and Ektachrome are trade marks



Heinz get fruity with 'pure and simple' food for babies

The fruit, the whole fruit, and nothing but the fruit", are said to be the ingredients of Heinz six flavour pure fruit baby food range, to be launched at the end of this month. Backing will come from national television and Press advertising worth £450,000 commencing in June.

Heinz see the range as a major innovation in the market and hope to capitalise on the perceived move to "pure and simple" foods. They say the range has been extensively researched among mothers and babies with "very positive results recorded". The company believes the product will expand the market as a convenient alternative to home-prepared fruit, suitable as a main meal dessert, tea-time snack or for mothers who particularly want an unsweetened product for their infants.

Each pure fruit variety contains apple, which provides the basic texture as well as pectin, so that a second fruit can be blended and strained into a puree in which the only sweetening is from the fruit itself. All varieties are in 4½oz cans, and are suitable for babies from four months old (£4.18 for 24, trade). Just apple contains Golden Delicious apples only, with the remaining five varieties — apple and apricot, apple and orange, apple and banana, mixed fruit, and apple and pear — containing a second fruit.

TV talking babies

National television will run for five weeks and start on June 6. The commercial will feature "talking babies" and "big fruit". Pure fruit baby food advertising will appear in women's and mothercraft magazines in June and July. A fruit mobile for consumers will also feature in Press advertising and is available free with many labels from pure fruit cans and other Heinz products.

Samples will reach up to 40 per cent of mothers through a Bounty sampling scheme and leaflets will be mailed direct to mothers through the Heinz baby foods advisory service. Health visitors will be approached by the 26 regional advisors and the product will be demonstrated in some of the larger Boots and independent chemists branches. The "third party endorsement" that may be given by health visitors is seen as particularly valuable by the company.

Commenting on the launch Martin

Heinz say they will promote the pure fruit range as a distinct market segment with a television launch. The maroon colour coding and drawings of fruit on-pack are designed to make the product stand out when positioned between the strained and junior cans and to convey the 'purity' message



Stockley, marketing manager baby foods, says: "All indications are that the concept of Heinz pure fruit, the product and the packaging, will appeal strongly to mothers. We expect the range will generate additional business for all retailers featuring it prominently." *H.J. Heinz Ltd, Hayes Park, Hayes, Middx.*

Dixcel gets multi-media support

A £1.4m advertising spend will support the Dixcel range of toilet tissue over the next four months.

Concentrating on Dixcel plain and Springtime, the national multi-media campaign includes both radio and television. Three different commercials



will be heard on the radio until mid-August, while animation is being used on television to introduce the idea of decorated toilet tissue. Using 10 and 30-second spots, the television campaign will run until mid-May. *British Tissues Ltd, 101 Whitby Road, Slough, Berks.*

Get bronzed

From May, Orobronze capsules are to be advertised in the women's Press, with half-page full colour advertisements appearing in *Cosmopolitan*, *She*, and *You* (the *Mail on Sunday* magazine). POS is available. *De Witt International Ltd, Seymour Road, London.*

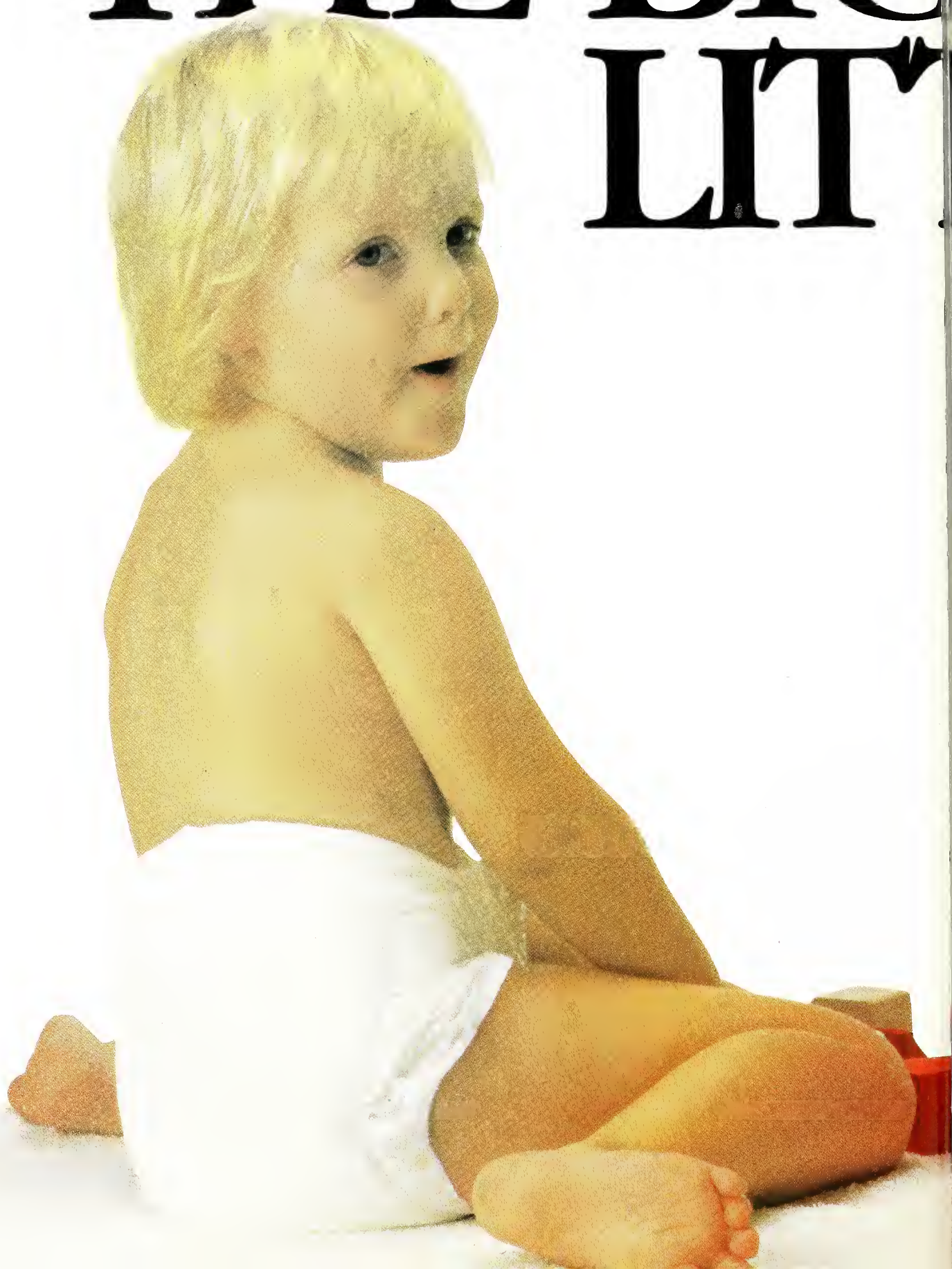
Wella jump on gel bandwagon

Wella wet gel is a non-sticky gel that can be applied to wet or dry hair allowing hair to be shaped in any direction. Whatever the style, it can be used on any condition or texture of hair, says the company, because it brushes clean away without any traces.

Gels are destined to become one of the most popular styling products of the decade, say Wella, with market research indicating a strong bias to the under 34 age group, offering retailers new business opportunities.

Wella Wet Gel comes in display cartons of 12 x 125ml tubes (£1.42). *Wella Great Britain, Wella Road, Basingstoke.*

THE BIG LIT



ONE FOR THE ONES.

We've no need to tell you what big news disposable nappies are - your customers do that for us. For some time they've been wanting an even bigger nappy. So now Peaudouce are launching the biggest addition yet to the Babyslip range - Childsize.

Meant for the bigger baby, who grows out of standard sizes of disposable nappies or for children who take slightly longer to potty train.

Peaudouce Childsize will take any child from 33lbs to 55lbs or up to 5 years of age.

There are 2,300,000 children aged between 3 years to 5 years in the U.K. - just think how many of them are in the market for a bigger nappy and you can see what potential we're adding to your business. Experience has shown that Childsize can add up to 20% to your Peaudouce sales.

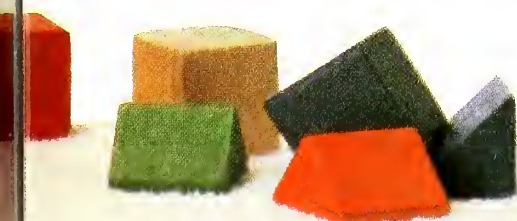
With all the features that make Peaudouce Babyslips the best product and fastest growing brand on the market, Childsize will be the biggest nappy on your shelf - both in size and in profit.

New Peaudouce Childsize - a bigger size in a big market.



PEAUDOUCÉ
BabySlips

KEEP A BABY DRIER, LONGER.



FOR FURTHER INFORMATION PLEASE CONTACT
PEAUDOUCÉ (UK) LTD., LOCKFIELD AVENUE, BRIMSDOWN, ENFIELD, MIDDLESEX EN3 7PX.

Janssen Going places.



**Watch this space for
more ethical products
for counter prescribing
from
Janssen.**



Further information is available on request from
Janssen Pharmaceutical Limited, Janssen House, Marlow, Bucks. SL7 1ET.
Telephone: Marlow (06284) 71744. Telex: 847788.

Crookes enter body freshness market

Femfresh feminine deodorant has been repackaged and reformulated, and has been joined by a collection of bath and bodycare products, which are to be test marketed in the London area.

It has taken two years to develop the new range which is aimed at the younger woman who, the company feels, is unaware of the Femfresh brand.

Seven per cent of all women currently use Femfresh and, Crookes say, it is these women who are the potential users of the Femfresh range. Of all other women, 30 per cent have used Femfresh at some time and would buy fragrance matched feminine toiletries if affordable.

The feminine deodorant (125ml, £1.09) has a new look and a new fragrance, while the quality and gentle deodorant effect remains unchanged. The spray is now gentler and quick drying.

Other deodorant products in the new range include a roll-on deodorant (50ml, £0.79), and cleaning tissues (12, £0.79) which can be used all over the body — both items have the matching fragrance.

Three bath products complete the Femfresh range. Deodorising bubbly body wash (150ml, £1.19) can be used in either the bath or the shower and forms a moisturising creamy lather. Deodorising bath foam (350ml, £1.19) and talc (100g,



£0.89) both have the same fragrance.

There has been no Press advertising since 1974, but Crookes are set to change this with a £¼m spend on the new range from July to September. The company hopes the campaign will reach 55 per cent of all women. There will be national single page advertisements in *Woman*, *Woman's Own*, *Woman's Realm* and *Woman's Weekly*, and double page spreads on test in the London area in *Woman* and *Woman's Own* only. Fifteen pence off coupons will be carried in all the insertions.

From May to August there will be an introductory offer on the roll-on with a 15p-off coupon for the consumer — merchandising support is available. During September and October, Crookes are offering 16 cleansing tissues for the price of 12, and a 15p-off coupon on-pack. Banded packs of deodorant and talc, and foam bath and talc will be available from November. The range is being introduced at the beginning of May. *Crookes Products Ltd, 1 Thane Road West, Nottingham NG2 3AA.*

National launch for Dentu-hold

Following a "rip-roaring" success on test in Anglia, Stafford-Miller are launching Dentu-hold fixative nationally.

In two sizes, 25ml (£0.97) and 50ml (£1.47), the company claims Dentu-hold has stimulated the growth of the fixative market by 18 per cent. The launch is being supported by a Press and television

campaign. Targetted to reach 80 per cent of housewives with 300 television hours, the television campaign is worth £500,000 and will run nationally for four weeks in June.

A Press campaign will run from June to the end of August, with half-page full-colour advertisements in the *Sun*, *Daily Record*, *News of the World* and *Sunday Mail*. The company hopes it will be seen by 48 per cent of housewives. *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hatfield, Herts AL10 0NZ.*

Press support for Kleenex Boutique

A £250,000 advertising campaign is being launched by Kimberly-Clark to support the Kleenex Boutique range of facial tissues and cosmetic cotton wool.

Full-colour pages will appear in the women's Press, comprising individual advertisements for each product with a

corporate theme.

"Chemists have been quick to appreciate the potential of the market and have been at the forefront of its development. Research has shown that when chemists display the two Boutique products alongside the tissue range they not only sell well themselves, but also generate increased off-take of the tissues," says Rosi McMurray, product manager. *Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.*

Saltaholics in danger?

A third of the population is at risk from eating too much salt. "About 100g of salt is fatal," Professor Arnold Bender, professor of nutrition at Queen Elizabeth College, University of London, warned this week, "yet the average intake is around 10g per day, ranging up to about 30g and even more for salt addicts."

A salt chart of everyday foods is being published by Winpharm, makers of the sodium-free substitute, Selora. The chart is available free to the public from their local pharmacy. Winpharm representatives are distributing copies and a mailing is to be made next week. *Winpharm, Winthrop House, Surbiton, Surrey KT6 4PH.*

Free Atrixo

A 15ml trial size tube of Atrixo skin conditioning lotion will be affixed to the front cover of the May issue of *Woman's World*. *Smith & Nephew Ltd, PO Box 81, Hessle Road, Hull HU3 2BN.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

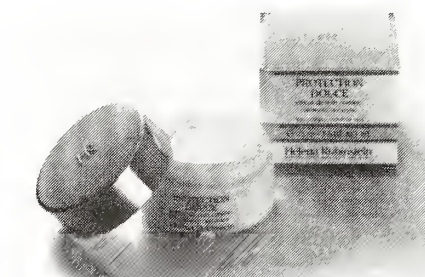
Airwick Gumption:	All areas
Anadin:	All areas
Askit powders:	Sc
Aspro Clear:	All areas
Blakey's wholemeal slymbred:	All C4 areas
Cidal soap:	Bt
Clairol Foot Spa:	WW, NE, A, U, We, B, G
Cooper Freshaire:	M, Y
Dixel Springtime:	Ln, Lc, Sc, So
Hermesetas:	Ln, Lc, Sc, So, A
Japps health salts:	Sc
Marigold gloves:	Ln, M, Y, So, NE, A
Maws Wipers:	All except A, We, B, E, CI
Metamucil:	Lc, Sc, WW, U, G
Minuet bodyspray:	Lc
Oral B:	Ln, M
Paddi Cosifits:	All areas
Pond's cold cream:	Bt
Reactolite Rapide sunglasses:	All areas
Scholl Airpillo insoles:	All except Ln
Scholl exercise sandals:	All areas
Sensodyne toothpaste:	All except CI
Seton Tubigrip:	Lc
Super Softies:	All except U, E, CI
Unichem baby products:	All except U
Vidal Sassoon dandruff shampoo and conditioner:	Ln, G
Zest toilet soap:	Y, NE, A

COUNTERPOINTS

Rubinstein cares for sensitive skin

Protection Douce is a range of milk and gentle preparations to care for sensitive skin. Increasing environmental pollution can affect all types of skin, say Rubinstein, who point out that 60 per cent of women now admit to having a sensitive or delicate skin. The ingredient hydro-protective soothing complex is, the company says, virtually identical to the skin's composition, shielding the skin and preventing excessive evaporation.

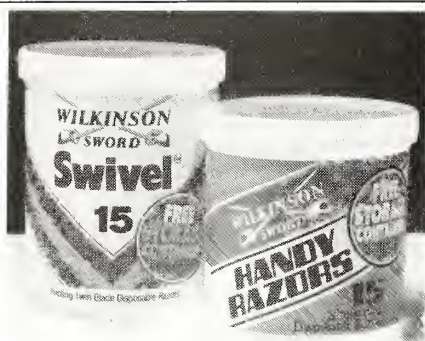
Four basic preparations are available — gentle cleansing gelee (100ml, £4.95;



150ml, £7.50), calming lotion (100ml, £5.50; 200ml, £8.95), continuous care cream (50ml, £8.95; 75ml, £12.95), and delicate area cream (15ml, £6.50). Each product incorporates a delicate hypo-allergenic scent and a pale tint. *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

Free storage jar with 15 razors

Wilkinson Sword are offering a free screw top storage jar with every 15 Swivel or Handy disposable razors, while stocks last. The razors come packed in the reusable containers following research which showed that consumers needed some form of storage container in the bathroom for disposable razors once the packet is open. Display material is available for use at POS. *Wilkinson*



Sword Group Ltd, Langley Hall, Station Road, Langley, Slough SL3 8BZ.

£1m support for Nivea range

While the UK skincare market showed a 4.5 per cent decline in 1982, Smith & Nephew claim that the Nivea skincare range recorded increases in both volume and value terms. And to maintain this success the company is to support the brand with a £1m promotional package.

For the first time a national television campaign will be used in support of Nivea lotion. In all, £650,000 has been allocated for the campaign which will run from May to September continuing the "Out of the blue" theme.

As a follow-on to this campaign, £250,000 will be spent promoting Nivea creme. On-pack offers will run throughout this period.

For the independent sector, Smith & Nephew will have 3,000 free skincare display merchandisers designed to house the complete Nivea range (the three most popular sizes of Nivea creme — 25g, 50ml and 100ml — and 125ml sizes of Nivea lotion, dry skin lotion and skin freshener). Trade promotions on both a national basis and "tailor-made" to specific account requirements are planned throughout the year while the company

will again be sponsoring a pioneer scheme in a major women's journal. *Smith & Nephew consumer products, PO Box 81, Hessle Road, Hull HU3 2BN.*

Victory V move

Victory V gums will in future be distributed by LRC Products. LRC are no longer responsible for Cherry Breezers, and all enquiries for this product should be addressed to *Barker and Dobson Ltd, Everton, Liverpool L6 5DF.*

Dana Perfumes have launched Musk which, they say, has a light floral aroma keeping users "smelling sweeter longer". A POS display unit holds 12 bottles of the fragrance and an introductory price offer of £2.75 is available while stocks last. Dana Perfumes Ltd, 45a Crusoe Road, Mitcham, Surrey



Scholl sandals aimed at male market

An advertising campaign will support the regional launch of Scholl fitness sandals in London and the South during May. Made from polyurethane, fitness sandals are equally suitable for men and women



and have a ribbed footbed to massage and stimulate the soles of the feet. Full-page colour advertisements will appear in the *Sunday Times* and *Observer* magazines and *TV Times*. The campaign, endorsed by cricketer David Gower, uses the theme "Healthy relaxation for feet" and is aimed at men aged 20-45. This is the first time Scholl sandal advertising has been aimed specifically at men. The sandals come in navy / white, unisex sizes 3-11 and retail at £9.99. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

On the air

Listerine mouthwash is being advertised in a radio campaign for four weeks from the end of April. Supported by a spend of £80,000, there will be six advertisements of 60 seconds on six Midlands radio stations and London's Capital radio. On Capital radio only there will be 60 five-second spots. *Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.*

Colorcare and disc

Colorcare processing laboratories can handle disc films at their Chester and Newmarket premises and not just at the recently taken over Tynecolour laboratory (C&D, April 2, p577).

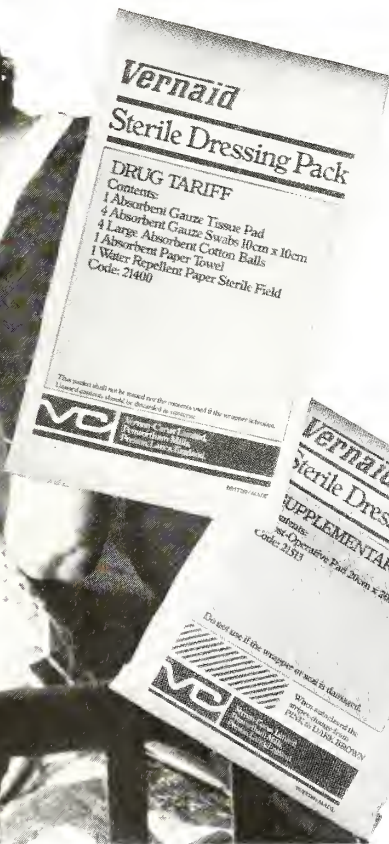
The company expects to equip all their laboratories to process disc by the middle of this year. *UPL/Napcolour Ltd, Long Close, Downton, Salisbury, Wilts.*

*Counter medicinals
Continued on p671*

In the ward, theatre and in the home...

Vernaid® Sterile Dressing Packs, used under the exacting conditions of hospital operating theatres and wards, have a reputation for the highest quality throughout the medical world.

The same high standards are maintained for the preparation of Vernaid® Drug Tariff Dressing Packs for dispensing or sale to patients at home.



Vernaid®

The leading name in Sterile Dressing Packs in the hospital and home.

From your usual wholesaler.



Vernon-Carus Limited
Penwortham Mills, Preston, Lancs. PR1 9SN
Telephone: Preston (0772) 744493/8

PRESCRIPTION SPECIALITIES

Beconase aqueous nasal spray

Manufacturer Allen & Hanburys Ltd, Horsenden House, Oldfield Lane North, Greenford, Middlesex UB6 0HB

Description Permanent aqueous suspension of beclomethasone dipropionate delivered by a metering, atomising pump. Each 100mg spray delivered contains 50 micrograms beclomethasone dipropionate

Indications Prophylaxis and treatment of perennial and seasonal allergic rhinitis

Dosage Adults and children: Two sprays

into each nostril twice daily. Some patients may prefer one spray into each nostril three or four times each day. Total daily dose should not exceed eight sprays. Not recommended in children under six years

Warnings, precautions etc As for other preparations of beclomethasone dipropionate for administration via the nasal route

Pharmaceutical precautions Protect from light, store below 25°C. Do not refrigerate

Packs Amber glass bottle containing 22g suspension (£4.77 trade)

Supply restrictions Prescription only
Issued April 1983.

Balneum liquid

Manufacturer E. Merck Ltd, Winchester Road, Four Marks, Alton, Hants

Description A liquid preparation for external use containing 84.75ml soya oil in each 100ml

Indications Treatment of dry skin conditions including those associated with dermatitis and eczema

Administration For full bath (100 l approximately) 20ml. Child's bath (25 l approximately) 5ml. Partial bath (5 l

approximately) 2.5ml. For particularly dry skin two to three times the above quantities may be used. Balneum should be added to bath water and mixed well. The frequency and duration of bathing will depend on the type and severity of the condition. Generally two to three baths should be taken weekly. For babies and infants a daily bath is recommended
Packs 225ml (£2.95 trade) and 500ml (£5.80 trade)
Supply restrictions Pharmacy only
Issued April 1983.

Platinex

Manufacturer Bristol Myers Oncology, Bristol Myers Pharmaceuticals, Station Road, Langley, Slough SL3 6EB

Description Vials containing 10, 25, 50mg of cisplatin as a 0.5mg/ml solution

Indications In combination with other agents in the management of neoplastic diseases

Dosage, contraindications, side effects, etc As for other cisplatin preparations, eg Neoplatin

Packs Ampoules of 10mg (£12.65), 25mg (£31.65), 50mg (£56.92 all prices trade)

Supply restrictions Prescription only
Issued April 1983.

100ml bottle £33.95, 250ml bottle £82.70. All prices trade). *E. Merck Ltd, Winchester Road, Four Marks, Alton, Hants GU34 5HG.*

Triludan suspension

The Merrell salesforce are promoting a new formulation of Triludan — Triludan suspension — formulated to provide the first specific peripheral H₁ receptor antagonist in the most convenient dosage for children, the company says. Containing 30mg terfenadine per 5ml, the recommended dosage of the suspension for adults is two 5ml spoonfuls twice a day; for children 6-12 years one 5ml spoonful twice daily (120ml £2.40. Supply restrictions POM). *Merrell Pharmaceuticals Ltd, Pimbo Road, Skelmersdale, Lancs WN8 9PE.*

Betadine ointment and spray

A new 80g tube of Betadine ointment (£1.97 trade) has been introduced to replace the 1g, 60g and 500g sizes. The 80ml aerosol spray is also being replaced with a 200ml antiseptic spray (£2.96 trade). *Napp Laboratories Ltd, Hill Farm Avenue, Watford, Herts WD2 7RA.*

Downs promote incontinence device

Uro-male, an incontinence device with an adhesive foam strip that expands and contracts to give its user both comfort and security has been introduced by the personal products division of Downs Surgical.

The Uro-male is discreetly packed in individual pocket size packs to make it ideal for everyday use in hospitals, at home or when travelling. It comes in a variety of sizes from small child to large adult and is available on prescription. *Personal Products Division, Downs Surgical, Church Path, Mitcham, Surrey.*

Closed cell surgical tape

An improved version of Microfoam tape, has been announced by 3M. There is no change in the chemical composition of the foam backing or the adhesive, but the tape now has closed cell construction on the non-adhesive side. It resists soiling and can be wiped clean, provides a better barrier to liquid contaminants, and can be written upon. It stretches with less force, stretches further before breaking and has approximately 25 per cent higher tensile strength. *Medicinal Products Group, 3M United Kingdom plc, 3M House, PO Box 1, Bracknell, Berks RG12 1JU.*

Name change

Lagap have been obliged to change the name of Laramax (metoclopramide) tablets, syrup and injection to Paramid. *Lagap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarsh, Guildford, Surrey GU3 1LZ.*

Otosporin packs

Drop-dose packs of Otosporin (5ml and 10ml) will gradually replace the existing 5ml and 10ml bottles. Prices will remain the same. *Calmic Medical Division, The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

■ C&D's report on re-usable syringes last week (p602) should have indicated that the figure of three years for the life of a glass metal syringe would be upheld by the DHSS and Hinders-Leslies, Everett.

Niopam

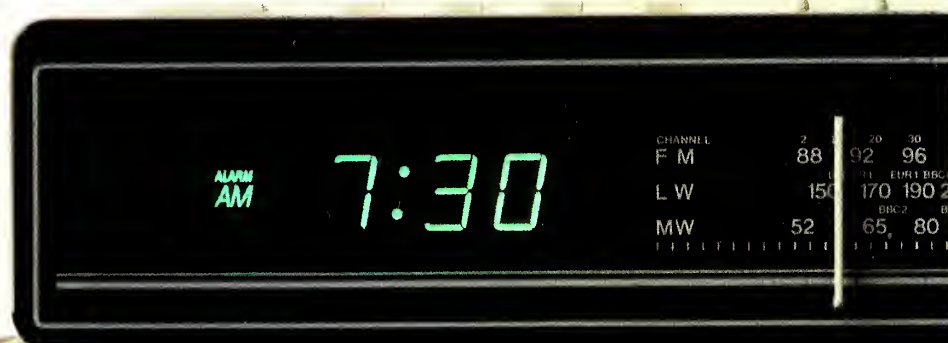
A new water soluble non-ionic x-ray contrast media has been introduced by Merck. Niopam contains iopamidol in concentrations equivalent to 20, 30 and 37 per cent iodine. The development of this compound has led to considerable reduction in general toxicity particularly with regard to vascular endothelium and nervous tissues, says the company. (Packs Niopam 200 5 x 10ml ampoules £31.65; Niopam 300 5 x 10ml ampoules £34.85, 50ml bottle £13.95; Niopam 370 5 x 10ml ampoules £42.95, 50ml bottle £17.41,

A lot of people will soon be waking up to the sound of Number 1.

Ever since it was launched, Listermint has been Britain's best-selling mint mouthwash. In fact, it outsells its nearest competitor by two to one.

But far from being content with our success, we're going on air with a brand new radio campaign in major sales areas during April and May.

Which we're confident will help make Listermint more popular than ever, and keep it up where it has always been: Number One.



APRIL 1987
LISTERMINT

When we designed the new Freflo teat, we didn't just stop there.

We designed a brand new range of packaging to put it in.

See-through blister packs that keep the teat **hygienically sealed** from the moment it comes off the production line, until the time your customer opens it.

Each pack is octagonally shaped for extra strength and protection. Your customers can choose between the **single** blister pack or the unique new **double** blister pack.

This provides an exciting new sales opportunity for you. It's the only one on the market. And brings the cost per teat down to a highly competitive level.

Colourful and attractively designed, the new packs are supplied in outer cartons which convert simply and neatly into convenient dispensers to give you a free eye-catching and highly profitable display. The new-style Freflo teat has been specially designed with



FRESH AS THE DAY THEY WERE BORN.

a wider flange and a new improved shape for easier feeding.

So you can sell it with confidence as a universal replacement teat for any make of wide-necked feeding bottle.

NEW STYLE FEEDER PACKAGING TOO!

No Griptight display would be complete without the new range of Freflo feeder packs. Stylish, colourful and reflecting the long-standing quality of all our products, there is a 250 ml and 125 ml polycarbonate feeder, and a new, improved 240ml glass feeder with teat cover.

Plus a brand new line. The Freflo accessory pack to snap up all those extra replacement sales.

For full details of all these products and the rest of the new-look Nursery range by

Griptight, phone Karen Brazier on 021-472 4211 for a free copy of our latest Trade Catalogue.



NURSERY

A RANGE OF PRODUCTS BY GRIPTIGHT

Lewis Woolf Griptight Ltd.,
Selly Oak, Birmingham B29 7EE.

COUNTERPOINTS

Imodium goes OTC...

pecially-labelled packs of Imodium will be marketed shortly by Janssen Pharmaceutical to take advantage of the change in legal status (from POM to P) of loperamide hydrochloride when used in acute diarrhoea (see also C&D March 19, p504). The company warns pharmacists that existing packs of Imodium remain POM and do not comply with the OTC licence requirements.

The change in status, from April 1, was prompted by Janssen who submitted substantial information on the safety of loperamide to the licensing authority. It was a condition of the change that the OTC packs should be distinguishable from POM packs by a number of special statements as follows:-

- "If symptoms persist for more than 24 hours, consult your doctor"
- "Maximum daily dose 8 capsules"
- "Not a replacement for rehydration therapy"
- "Do not exceed the stated dose"
- "Not recommended for children under 12"
- "Keep all medicines out of reach of children."

Imodium for OTC sale will be available early next month in red, white and blue packs of four and eight capsules to distinguish them clearly from the grey and green ethical packs. Janssen Pharmaceutical Ltd, Janssen House, Marlow, Bucks MK17 1ET.

Triadol advertising breaks

A consumer advertising campaign from Sterling Health for Triadol starts this week. The company is emphasising that the product has been prescribed (as Benorylate) by doctors for the past ten years.

Market research has identified that there is a demand for a product giving relief for up to 12 hours for muscular and rheumatic pain, say Sterling. Overall, 25 per cent of men and 35 per cent of women suffered aches and pains for ten or more days in the past year, but 29 per cent of men and 37 per cent of women would not always consult their doctor. The most common types of pain for which people would not trouble their doctor are in the back, the legs and the shoulders.

GPs 'unhelpful and impotent'

Dr Terry O'Brien, a motivational research psychologist, said GPs were seen to be unhelpful and impotent in response to muscular pain. All respondents in the survey he carried out were engaged in self-medication.

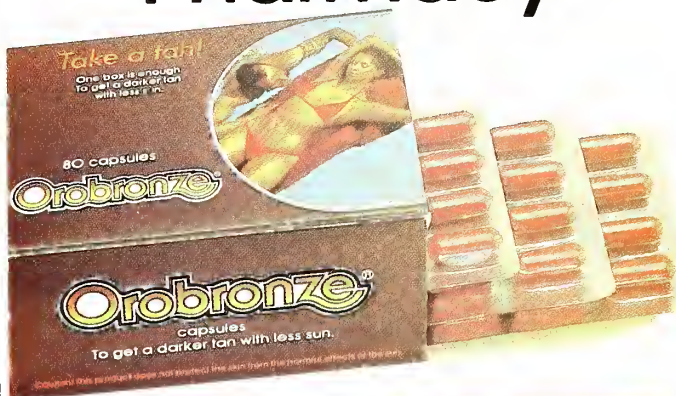
Dr Geof Booth, director of the Pharmacy Practice Research Unit at Bradford University, speaking at the consumer launch, said the pharmacist was one of the few professional people available for consultation without an appointment, and easily accessible throughout the day. He explained that medicines prescribed on the NHS were in effect not permitted to be advertised to the public. "While the unrestrained promotion of medicines and consequent unnecessary purchase is to be condemned, it seems more than legitimate to meet the needs of those with lesser aches and pains by advertising the qualities and properties of the medicine," Dr Booth said.

"The advertised pharmacy only product is the private health service of the man in the street. It is advertised in the knowledge that all the safeguards of the pharmacy and of the P licence can be relied upon to control its supply."

Triadol is available in 100ml packs (£4.50) providing 10 days treatment. Sterling Health, Sterling Winthrop House, Surbiton, Surrey KT6 4PH.

Orobronze

A golden opportunity for Pharmacy



Just a few lines of editorial about Orobronze last year was enough to spark off an enormous consumer demand, so much so that we ran out of stock.

With the support we're giving Orobronze this year, sales will soar even higher.

Commencing May, this full colour 1/2 page advertisement will be appearing in

Cosmopolitan She

You (the Mail on Sunday magazine).

We will also be supporting Orobronze with an on-going PR programme, plus consumer leaflets and window posters.

Don't miss your golden opportunity – stock up now.

Orobronze
Wherever you're going, take your tan.



Start your holiday looking tanned and healthy. Take Orobronze capsules for 15 to 20 days before you leave home, and by the time you step on to the beach, you'll be looking good. Then add a few short hours in the sun, and you'll stun everyone with your deep, glorious tan.

Orobronze is available from chemists everywhere. Buy a pack now and start taking your tan.

The tan you take.
Ordinary precautions against sunburn should be taken.



Contents:
6 retail packs

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Influences on pharmacist recommendation

What influences pharmacists to recommend particular medicines when customers ask for advice? Kate Turner, research executive, Martin-Hamblin Research, reports on the latest survey.

The influence of the pharmacist in recommending pharmaceutical products to customers is becoming recognised and increasingly significant, and can sometimes have a major effect on a product's brand share.

New products, particularly, rely heavily on the advice and recommendation of the pharmacist in order to become established in an industry grown increasingly competitive as customers turn more and more to the pharmacist as a source of medical knowledge and pharmacological expertise.

Public demand

Coupled with the upsurge in demand for medical knowledge from the public (a trend which has been viewed with some misgivings by GPs) has been the effect of rising prescription charges, which have made it sometimes much more economical to seek advice from the pharmacist rather than the doctor.

In order to provide some kind of monitor of these trends, a regular study of pharmacists' product recommendations has been carried out since 1976 by Martin-Hamblin Research. This is the fifth year that Martin-Hamblin have conducted the survey, which concentrates on two main areas — the pharmacist's influence on the customer and the sources of influence on the pharmacist. It is based on a sample of 206 pharmacists and 206 pharmacy assistants, selected according to number of years qualified; urban, semi-urban or rural locations; type of pharmacy, and geographical area.

Indicating trends

The study, which can be seen as an important indicator of trends in product recommendations for pharmacists, is additionally provided this year with computer graphics showing computer trend data for all five surveys since 1976.

The report, as in previous years, contains considerable detail, and comprises 589 statistical tables covering 24 therapeutic areas, some of which are broken down into children's / adult's, Spring / Summer, Autumn / Winter, with detailed information about the frequency

with which customers seek advice, what brands are recommended, and why.

A total of 93 per cent of pharmacists felt that their advice was sought more frequently, or about the same as a year ago — with 60 per cent believing that the main reason was high prescription charges. Other reasons were inconvenient surgery hours and, more positively, posters in surgeries actively encouraging people to seek their pharmacist's advice.

The questions asked

Respondents were also asked about the main influences upon them, the usefulness of display material, companies offering the most attractive trade terms, and the frequency with which pharmaceutical representatives called. Representatives, wholesalers and distributors are the pharmacists' biggest source of information about special offers, with about seven reps calling in an average month to talk about OTC products. Visits from reps are seen as

important, with almost all reps being seen personally by the pharmacist, rather than his counter staff.

Winpharm, Beecham and Wellcome topped the list of those providing the most useful display material, with the three main attributes being economical on space, attractive and colourful, and in the form of a window display. Companies offering the most attractive trade terms were Wellcome, Beecham and Parke-Davis — compared with Beecham, Parke-Davis and Fisons in the previous survey. Most pharmacists (over 80 per cent) receive advertising material for OTC pharmaceuticals through the post, at the pharmacy. Advertising mail is normally opened by the pharmacist and he would expect to receive about four pieces a week.

Purchasing details

Information on the purchasing responsibility of pharmacists was collected for the first time this year. Over three-quarters are individually responsible for purchasing; those who have been qualified for 26+ years are slightly less likely to have sole purchasing responsibility.

As in previous M-H surveys, the most common conditions for which customers ask advice are coughs and colds with 89 per cent and 70 per cent respectively. Pharmacists tend to have more requests for advice in Autumn / Winter than at other times in the year, with coughs and

Continued on p676

Table 1: Frequency with which pharmacists are asked for advice (rank order)

- 1 Coughs (Autumn and Winter)
- 2 Headcolds (Autumn and Winter)
- 3 Catarrh (Autumn and Winter)
- 4 Coughs (Spring and Summer)
- 5 Flu (Autumn and Winter)
- 6 Sore throats
- 7 Diarrhoea
- 8 Headcolds (Spring and Summer)
- 9 Indigestion and dyspepsia
- 10 Hayfever
- 11 Headache
- 12 Catarrh (Spring and Summer)
- 13 Feeling run down
- 14 Mouth ulcers
- 15 Rheumatic aches and pains
- 16 Spots, pimples and acne
- 17 Constipation
- 18 Treatment of sunburn
- 19 Flu (Spring and Summer)
- 20 Cuts and abrasions
- 21 Teething problems in babies
- 22 Travel sickness
- 23 Nappy rash
- 24 Red/sore/tired eyes
- 25 Haemorrhoids
- 26 Athlete's foot
- 27 Burns and scalds
- 28 Obesity/overweight

Table 2: Likelihood pharmacists will recommend medical consultation (rank order)

- 1 Obesity/overweight
- 2 Rheumatic aches and pains
- 3 Burns and scalds
- 4 Red/sore/tired eyes
- 5 Haemorrhoids
- 6 Diarrhoea
- 7 Flu (Spring and Summer)
- 8 Flu (Autumn and Winter)
- 9 Feeling run down
- 10 Hayfever
- 11 Indigestion/dyspepsia
- 12 Sore throats
- 13 Constipation
- 14 Headache
- 15 Nappy rash
- 16 Catarrh (Autumn and Winter)
- 17 Catarrh (Spring and Summer)
- 18 Cough (Autumn and Winter)
- 19 Spots, pimples and acne
- 20 Teething problems in babies
- 21 Treatment of sunburn
- 22 Coughs (Spring and Summer)
- 23 Cuts and abrasions
- 24 Headcolds (Autumn and Winter)
- 25 Mouth ulcers
- 26 Headcolds (Spring and Summer)
- 27 Athlete's foot
- 28 Travel sickness



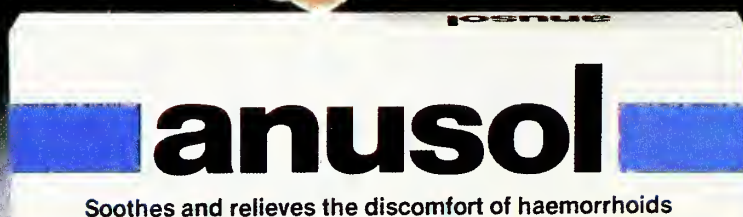
We've made our new packs as fresh and bright as the smile you always find on Eucryl® teeth.

In addition, we're also doing equally bright things below-the-line; namely, year long investment in exciting consumer promotions involving joint schemes with big name brands, and even bigger holiday prizes.

For the full details ask your LRC* representative. And then you'll have to agree ...we've given Eucryl® just a little more bite.

New Eucryl® packs. As bright as the smile on Eucryl® teeth.

Eucryl is a registered trade mark of *LRC Products Ltd.



Self-selection will boost your sales

Sales of Anusol* are increasing month by month. No wonder – we're the out-and-out brand-leader, and this pharmacy market has shown continuous growth over recent years. But you can't get your share of this extra business by keeping Anusol in a drawer. Put Anusol where your customers can

self-select without embarrassment, and you'll be amazed how your sales leap. So ask yourself about Anusol – are you getting your share of self-selection sales? ANUSOL CREAM · ANUSOL OINTMENT ANUSOL SUPPOSITORIES ANUSOL ANTISEPTIC TISSUES

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Data sheet available on request from
Warner-Lambert (UK) Limited, Southampton Road,
Eastleigh, Hampshire SO5 5RY. Tel: 0703 619791

Buying a pharmacy: Unusual cases

In this sixth article of a series, Mr Eric A. Jensen, FCom, MPS, FIPharmM, MInstM, looks at instances where it might be worth paying unusual prices for pharmacies. He gives advice on selling the "unsaleable" and how to scrutinise vendors' profit and loss accounts.

Reference was made in the preceding article (*C&D*, January 15, p70) to pharmacies in rare locations or with a sentimental appeal to some purchaser: there are other forms of scarcity which can produce exceptional prices, low or high.

Cases have occurred, although they are fewer now, where a pharmacist has held an unusually long lease at a low rental, low that is by current market standards. It is true that the low rent is reflected in the profit, which is correspondingly elevated, and that this affects the goodwill favourably, so a prospective buyer might well object to paying twice, as he or she sees it, for the benefit of a low rental. This viewpoint is sensible if the lease has merely a few years unexpired at the low rental and is for the normal term in total, but if the lease has perhaps 30 or 40 years or more to run at a low rental throughout this is a different situation entirely.

Basic assessments

A prospective buyer considering the goodwill / lease value in the conditions described would be wise to attempt two basic assessments. First he or she should work out what would be a reasonable payment for lease and goodwill on the assumption the lease had a normal length to run at the low rental. Second, a recast should be made of the extra or per profit to be expected for the period between the normal length of lease and that available in the special case under examination. This extra profit should then be discounted on discounted cash flow principles, on the basis that money now is normally worth more than money in the future, a topic to be enlarged upon in a later article.

Unusual cases

Examples of unusual cases could be multiplied, but should not lead us to lose sense of proportion. Exceptions act as reminders that there should be no dogmatism, no attempt at over-precision in assessing goodwill values. Secondly, a purchaser should be watchful for any qualities which would tend to make his or

her purchase unduly difficult to dispose of later on. Most pharmacies do not have a particular attraction for one special buyer who will readily pay beyond a normal price. Vendor in general should therefore be realistic and be satisfied with a fair current market price. Purchasers should similarly not rely on discovering a rare philanthropic vendor to present them with a bargain. The strongest ally for each party is up-to-date market knowledge.

Unsaleable pharmacy

A pharmacy might prove almost or absolutely unsaleable despite there being nothing asked for lease / goodwill or even if the owner would accept less than the value of the tangible assets of stock and fixtures, fittings, etc. A prospective seller in such unfortunate circumstances would be wise to bear in mind that stock sold other than as part of a going concern is usually heavily discounted, well below cost price, and that fixtures and fittings, etc, jobbed off separately from a business are almost always more severely discounted than stock. These points suggest that sacrifices made to sell as a going concern are likely to be less than those alternatively available. When carrying out a cost / benefit analysis in the kind of conditions under review an owner would be prudent to take a broad look at the circumstances including those terms under which the lease can be transferred and any penalties involved in surrendering this, if surrender is possible.

The owner of a pharmacy which proves unsaleable as a going concern might, in some circumstances, find salvations by disposing of the lease outside pharmacy. On occasion, especially if the lease is advantageous as regards number of years unexpired and its terms generally, the price obtainable outside the profession could more than compensate for the loss involved in disposing of stock and fixtures at greatly discounted prices. Any vendor with a selling problem could profitably spend time researching the possibilities for other types of business in his or her premises. The fixed overheads in a pharmacy, including the payment of a pharmacist,

can mean that premises uneconomic when on the register of pharmacy premises could well be economic when employed differently.

No pure profit

A pharmacy producing no pure profit would not, barring special circumstances, be regarded as having a goodwill cash value, although there might be potential worth paying for. Such a business could nevertheless warrant the interest of a competitor. If the latter judges that by purchasing the pharmacy in question and closing it down, part at least of the turnover, counter and/or dispensing, would be transferred to the buyer, a close assessment of prospective gains and losses should be made. Any additional turnover obtained by the purchaser would probably be of above normal profitability as he or she has presumably already covered fixed overheads; the new turnover might not add anything to these and might add only slightly to variable costs. The principle to bear in mind is that the final few thousand or few tens of thousands of pounds of turnover tend, in most businesses, to be particularly profitable.

Against the hoped for increment to profit the purchaser would need to debit the legal and other expenses connected with the transaction, the cost of moving stock and other items, the amount of valuable time expended in arranging the whole matter. And on the credit side there is the possibility that higher turnover in the purchasing pharmacy could bring some benefits in the form of higher discounts if larger stock orders became feasible.

Benefit and loss

In the circumstances described the pharmacist owning the business near to the apparently unsaleable one has to ask not only how much benefit might accrue if he or she bought it, but also how much loss might follow, if against all expectation, someone else did so.

A newcomer would perhaps be more efficient, more competitive, than the previous incumbent and might attract turnover, the highly profitable margin turnover, from the nearby pharmacy. The latter now has to calculate the loss involved in non-purchase as contrasted with the gain resulting from purchase. To add to the difficult factors to be reviewed is the fact that if a pharmacy is bought to close it down there is no certainty that the competition will be permanently excised. At present the only constraint on opening, apart from ethical and market considerations, is the condition under which the BPA granted.

Continued on p676

Analyse expenses and turnover before buying

Whenever purchase of a pharmacy is planned it is wise to keep in mind the effect on profits of each business examined of a 10 or 20 per cent (say) fall in turnover. Here is a simple illustration:—

	A (10 per cent drop)	B (20 per cent drop)
Turnover	Turnover	Turnover
£150,000	£135,000	£120,000
Gross profit	Gross profit	Gross profit
£40,000	£36,000	£32,000
Net profit	Net profit	Net profit
£9,000	£6,100	£3,200
Expenses	Expenses	Expenses
£31,000	£29,000	£28,800
(fixed:	(fixed:	(fixed:
£20,000;	£20,000;	£20,000;
variable:	variable:	variable:
£11,000)	£9,900)	£8,800)

On the figures given as an example only it will be noted that a 10 per cent turnover reduction (A) has resulted in a net profit fall from £9,000 to £6,100 (almost one third), while a 20 per cent reduction (B) has reduced net profit from £9,000 to £3,200 (by almost two thirds). Fixed expenses, including a pharmacist's salary, have remained constant, while variables have been reduced by the same percentages as the turnover.

Cutting down

Clearly it will not necessarily be possible to cut down variable expenses *pari passu* as falls in turnover, and diminished sales could adversely affect profit margins: hence the fall in net profit might be even more serious than in the example used. A reverse exercise to estimate the increase in net profit likely to result from turnover expansion in a business acquisition is also recommended and should confirm the principle referred to and illustrated in this article, that marginal turnover is of great significance in profitability.

The profit and loss account

Fundamental to the investigation of a pharmacy is a close and informed perusal of profit and loss accounts for several years. Information should be obtained, in addition, to cover the interval between the latest accounts available and the date of investigation.

Readers will almost certainly be familiar with the normal layout and presentation of a profit and loss account, showing opening and closing stock figures

for the year, and purchases and sales. These four pieces of data are basic in arriving at the gross profit from which the various expenses are deducted in arriving at the net profit.

Profit and loss 'trap'

The trap in studying profit and loss accounts is to assume that the figures give an absolutely true indication of the profit a purchaser of the business can expect to accrue to him or her. Figures which are honest and accurate can still easily be misinterpreted by a purchaser not asking the correct questions and not applying sound judgment. In any case, the data is historical and there is no guarantee that history will repeat itself. So accounts should be regarded as valuable and important as guides but should be subjected to most minute analysis. The investigator should have an objective to obtain as accurate as possible an indication of the profit he or she can reasonably hope to make in the event of purchase, and to that end the following are relevant questions and comments to bear in mind:

☐ Could any of the expense items be reduced and are any non-recurrent? The vendor might be paying bank interest on a loan and the new owner might not need a loan. Conversely a purchaser could have increased interest to find.

☐ When and by how much are rent and rates likely to rise? If a freehold is involved what costs are there going to be beyond those incurred when a lease is taken on? In the case of a freehold owned by the vendor, has a current market rental been charged as an expense? If not, the profit will not be realistic.

☐ Precisely whose remuneration is covered by the wages and salaries figure? Has the proprietor's own salary appeared there and is it in line with up-to-date market conditions?

Further points will be raised in the next article. What we are trying to achieve is a reasonably accurate figure for future profits by scrutiny of the past. ■

Market research

Recommendations by pharmacists

head colds peaking at 18.7 and 13.6 requests respectively for product advice in an average week.

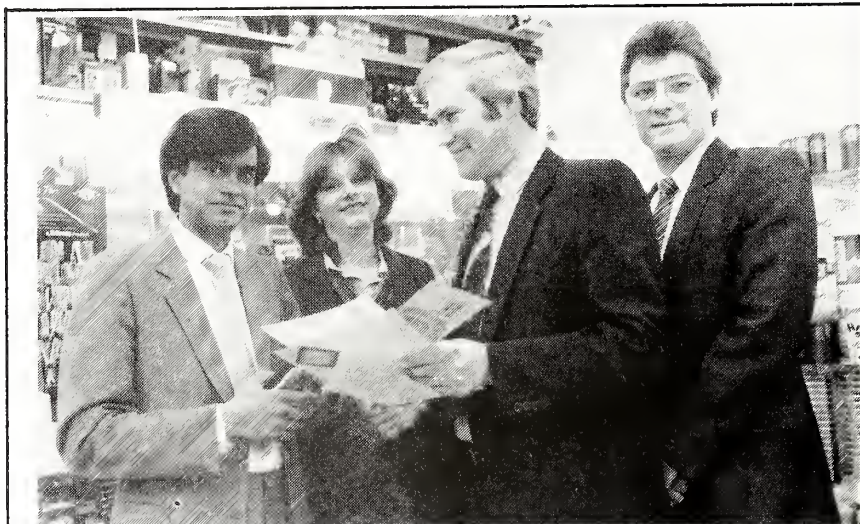
Overall, assistants tend to receive marginally more requests for advice from customers than pharmacists. However, the personal advice of the pharmacist rather than counter staff is more likely to be sought for ailments such as coughs, children's and baby problems, and complaints of a personal nature. Table 1 shows the rank order of frequency with which the pharmacist is asked for advice.

It is fairly, or very, unlikely that pharmacists or their assistants would recommend that customers should consult a doctor for the majority of the conditions covered by the study. However, exceptions to this are obesity / overweight, rheumatic aches and pains, and burns and scalds, for which areas about 50 per cent of pharmacists are fairly or very likely to recommend the customer to consult a doctor.

Table 2 shows the rank order of likelihood with which pharmacists would recommend consultation with a doctor.

All data collected in the survey has been computer analysed on a basis of region and pharmacy type, separately for pharmacists and counter staff.

Results and further details from the 1982 study are available from Kate Turner, Martin-Hamblin Research, 14 Headfort Place, London SW1X 7HN (tel 01-235 5444). ■



Mr Rohit Mehta, MPS, of Sloane Chemists, London, won first prize in the Polaroid holiday prize draw. He received £1,000 worth of Soler Touriste vouchers from Mike Winterbourne, Eastern region sales manager for Polaroid (UK) Ltd



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cut the prices of their battery shavers.**



Philips. £20 million advertising the name. £5 million advertising Small Appliances.
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PHILIPS

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LAST YEAR,
UNICAN ARE NO
SEEING DOUBLE**



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As fate would have it,

we made it in two.

V Last year, for example, sales were up 50%, thanks to relaunching both our standard wines and our beer range. And giving Special Reserve TV

support for the second year running.

This year we're taking the TV campaign into three-quarters of the country – and extending our most popular Three Week wine range to include Sweet White.

What's more, we're investing in additional production capacity to cope with demand which shows no sign of abating. If you want to share in this success, get in touch.

At the double.



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A CAMPAIGN YOU CAN REALLY PUT YOUR SHIRT ON.



**6 months
continual
advertising**

**425 TV
spots in
every region**

**Reaching
85% of
young women**



Quick Dry is launching a mammoth advertising campaign that'll leave the rest of the deodorant market sweating it out for months to come.

A series of startling new TV commercials be seen in the peak sales time from April to September. All emphasising the fact that you happily put your shirt on after applying Quick.

Quick Dry now has a distinctive new label specially designed for more shelf appeal. And new value-for-money 40ml size bottle.

**Put your
shirt on it.**

Quick Dry from MUM
Profits you can re
put your shirt on

Fems hiccup keeps market on tenderhooks

The tampon market is currently full of anticipation — will Kimberly-Clark overcome their distribution problems with Fems, and will the Monopolies report become reality? Whatever happens it will be business as usual for Tampax and Lilia-White.

Manufacturers are of the opinion that British women have shrugged off the Toxic Shock Scare of the last couple of years, and now the market is going to take off again. Tampax predict a £3m increase this year from £37m at retail prices in 1982.

This time last year the industry was anticipating further entrants into this, a field for so long dominated by the faithful duo, Tampax and Lil-lets. They were right, Kimberly-Clark launched their controversial Fems tampon in October. Not controversial in the same way as Playtex, and Proctor and Gamble's Rely, but in that no-one except Boots seemed able to get hold of it.

Chris Hunter, group product manager at Kimberly-Clark, says this situation will be remedied in the near future, but at present Fems is only available in what is 28 per cent of the market — Boots. Because of launch problems the company could not supply the independent chemist, so Fems is to be given a massive relaunch and a fresh start. Kimberly-Clark assures *C&D* they are "working to get the thing off the ground quickly".

Market rivals

Lil-lets now have two rivals in the digital sector, Tampax and Fems, while as yet Tampax have no competitor in the applicator sector. Kimberly-Clark say they have no immediate plans to launch an applicator brand, but it is their proud claim that they intend to offer products right across the sanpro range. There may be an applicator tampon in the distance, but the chemist will have to wait and see.

The Fems advertising campaign promotes the image of a more feminine tampon, and is the result of a "definite decision" to get away from the Tampax and Lil-lets advertising format which Kimberly-Clark see as being anti-towel. "We wanted to present a product that has a realistic attitude to what a period is all about, and what a woman wants from the brand," says Chris Hunter.

Tampax say that of all sanpro sales, tampons have taken 44 per cent of the

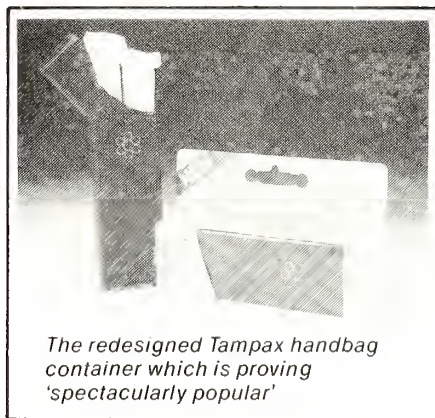
market as opposed to 37 per cent for press-on towels. Tampax also claim a brand share of 58 per cent, and give Lil-lets 36 per cent, Tampax 3 per cent, and Boots own label a 2 per cent share. Lilia-White say the Lil-lets share rose to 37.9 per cent at the end of 1982.

Appealing to the young

Following the Tampax relaunch, the company claims, the product now appeals to the younger girl, encouraged by the "young-user" campaign, and is no longer seen as the "mother's brand". Proof of this, say Tampax, is in the figures — they now claim brand leadership in the 13 to 18 age sector. In the first half of 1982, independent figures gave Tampax a 52 per cent share as opposed to 39 per cent for Lil-lets.

Alan Thornton, marketing director for Tampax, describes the brand loyalty within this market as solid. "Women are not interested in buying a tampon on price alone. They are very conservative and not that interested when they've made up their mind." The result is a closed market place. The company's newcomer, Tampax, is "there and established", Mr Thornton comments. But he says the company is rethinking the "amount of money to spend on it". (Any changes in policy will be featured in *C&D*'s Counterpoints pages.)

Tampax believe their advertisements featuring "bizarre situations" have gained



The redesigned Tampax handbag container which is proving 'spectacularly popular'

the attention of the prospective user. In 1983 the company plans to spend over £1m on product support, and this figure does not include promotional activity. The Tampax handbag container has been redesigned and is now navy blue with a flip-top, and Tampax say it is proving "spectacularly popular". It will appear in-pack as a special promotion, and is also available for retail sale (£0.60) in a window display carton. Promotional emphasis will be placed on the slender and super-plus lines because the company feels that too many people still think of Tampax as only regular and super sizes.

Philip Barnes, tampons marketing manager for Lilia-White, claims that "Lil-lets outperformed the tampon market as a whole throughout 1982 and this successful trend accelerated after the relaunch. Progress has been maintained in the first part of 1983".

Promotional activity by Lilia-White throughout April and May includes Lil-lets extra value packs of 22 for the price of 20, and 44 for the price of 40.

Philip Barnes comments: "The 40s packs have rapidly become established as a popular component of the Lil-lets range, and the offer packs will maintain progress." An on-pack offer makes available a Gossard super free bra and briefs set for £4.99 — £3.50 below the manufacturer's recommended selling price. Lilia-White plan to spend £1m on consumer advertising for the product, continuing the "ball and chain" advertising campaign in the women's and teenage Press. Lil-lets is also being advertised on Radio Luxembourg in a £200,000 campaign throughout May.

Business as usual

With the postponement for a further year of the decision by the Monopolies and Mergers Commission — the companies are biding their time in a "business as usual" situation. Philip Barnes of Lilia-White believes the reason for the postponement is the introduction of Fems. "It's a bit early for them to assess the impact of Fems, and they feel they need a little more time to measure the increasing competitiveness. The competition has increased quite considerably, but loyalty to the two major brands remains pretty well unshaken."

Lil-lets and Tampax continue to do very well thank you, while Kimberly-Clark have learnt the hard and expensive way that if they are to enter this sector of the market they must get it right first time. Maybe it will be second time lucky?

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Lilia-White warn against complacency

Nearly 14 million women currently buy sanitary protection, and Lilia-White estimate that this will continue to rise in the next two years. But the chemist must not take this growth for granted, the company warns, because if women use only one less item each month then the market will decline by seven per cent.

Long gone are the days when there was just one type of sanitary towel to choose from. Nowadays the customer is faced with a multitude of brands, sizes and types. It is the press-on towel, now accounting for 66 per cent of towel sales, which is emerging as the product to stock to meet demand.

Ad-Vantages

At the recent Vantage convention held in Paris (*C&D* April 2) Tony Patrick, general sales manager at Lilia-White, said that independent pharmacies have held onto their share of the market with 24.5 per cent last year. "The size of this share shows that you remain a significant force in the market for sanitary protection, and most importantly you are holding that share," he commented.

On the subject of effective buying, price differentials, and in particular the use of Vantage promotions, Peter Nind, marketing research and services manager at Lilia-White, told the convention that at the beginning of 1981, pharmacies were 14.4 per cent more expensive than multiple grocers. Broken down, the figures showed towels to be 8.7 per cent dearer in pharmacies, whereas tampons were 18 per cent more expensive. But by the end of 1982 this price gap has significantly decreased to 7.7 per cent, and the greatest change was tampons, down to 12.3 per cent. "It is by taking up the opportunity of Vestric promotions," Mr Nind declared, "that has enabled the pharmacy to close this gap."

The latest addition to the press-on sector is Promise, introduced by Kimberly-Clark (*C&D* March 5, p392), as part of their policy to have a product in each sector of the sanpro market. Promise is not being supported by any promotional activity this year because the company is putting everything behind the economy price.

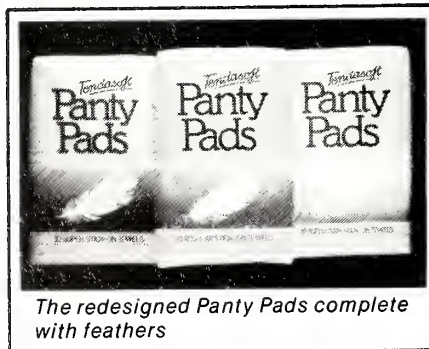
Promise is being launched exclusively for the chemist trade, and Chris Hunter, group product manager for Kimberly-Clark, comments: "I think the chemist

already has an economy sector which is very substantial!" He says that the company feels it should offer a product in this sector which can compete directly and confidently with Pennywise. "It's going to do very well," he says of Promise.

Asked whether they expect any adverse reactions from grocers, Mr Hunter replied: "No. We are positioning it as a brand offered exclusively to the chemist trade. With the grocery trade we're pushing our other brands. A lot of the major grocery trade are looking at own brand labels. For them, I think, the economy brand is a lot less attractive."

Evidence of the potential for the chemist in the economy sector is offered by Bowater-Scott. They claim that Pennywise is the brand leading press-on towel sold through independent chemists, with a 21.8 per cent share, even though the brand has a significantly narrower distribution than Simplicity and Panty Pads. "To the 26 per cent of chemists not stocking Pennywise, this represents a significant loss of potential sales given the brand's proven consumer demand," the company suggests.

Kimberly-Clark claim that one in four towels sold are Simplicity or Sylphs. Simplicity alone sells 40 per cent more than its nearest rival, Panty Pads, says Mr Hunter. "It is a very strong product and women who buy it are aware of this." Because of consumer demand, "We're suffering from an out-of-stock problem," he says. The company is to continue to support the brand at the same levels as before.



Mr Hunter believes that there is no threat to the chemist from own label products. He says that most of the growth in the towel sector is coming from the branded labels, and "this is very important for the chemist to consider."

Sylphs are aimed at young girls, and Mr Hunter says "the brand has held up remarkably well with this positioning." They will be advertised in the teenage Press. Kimberly-Clark say that Sylphs has a 4 per cent share of the press-on sector, as opposed to Simplicity's 22 per cent share.

Lilia-White estimate that the total sanpro market will increase by £7m to £103m at the end of this year, and that towels have increased share to 57 per cent. Press-on towels will be worth £43m in 1983, from £38m last year, and the company puts this growth down to customer loyalty and satisfaction. Panty Pads' brand share has grown by 4 per cent in 1982, the company claims, in the face of intense pricing competition.

Panty Pads is being relaunched with changes in packaging and advertising to create a "new look" and a "new vitality". In relaunching the brand, Lilia-White's aim reflects that of Tampax — to increase appeal to young users who will be in the market for the next 25 to 30 years.

Soft as feathers

The central theme of the Panty Pads relaunch is the use of feathers to suggest softness, comfort, lightness, discretion and femininity. Pack colours are more modern and sophisticated, and absorbency identification has been strengthened. The new packs will be delivered to the trade at the end of April.

With a total spend of £600,000, Panty Pads will be advertised in the women's Press in August. There will be a free stock deal to the chemist in April, offering 25 per cent extra product free in every case bought. This will be followed by a consumer offer inviting the customer to accept the Tendasoft challenge — in exchange for one proof of purchase, consumers will be able to get a full cash refund, or £1 in coupons off their next purchase of Panty Pads.

Lilia-White claim that sales of Lilia have doubled in volume in the past two years, and expect it to take a 6 per cent share of the towel market in 1983. These sales have been achieved on a low level of consumer awareness, but this will change in the Summer with a £300,000 campaign in the women's Press aimed at women under 35.

A 20s pack of Bodyform is being introduced by Bowater-Scott to "reinforce the growing consumer loyalty of the brand." The company claims that sales of Bodyform were up 25 per cent in 1982 on

1981, which was 70 per cent up on 1980. This is evidence, they say, that there is a strong and growing consumer preference for the only contoured towel on the market. The launch of the new pack size is being supported by aggressive prices, £0.49 for 12 towels and £0.75 for 20.

Johnson & Johnson claim that Vespri has built its share to over 12 per cent, and the introduction of Stayfree last June has further increased the company's slice in this sector of the market. Johnson & Johnson plan to spend £4.3m supporting all the brands in 1983. Over £500,000 will be spent on separate campaigns in the women's Press and there will also be sampling and promotional activity.

To show the confidence that the company has in Vespri, Johnson & Johnson are offering consumer coupons which are valid against the purchase of any sanitary protection product. They anticipate over 750,000 redemptions.

Fourteen and a half million women buy sanitary protection products in the UK, that is 92 per cent of all women aged 13 to 54, and Robinson's of Chesterfield say that 70 per cent of those women are aged over 25. The company says that it is this group who are most interested in the use of external products such as Cameo.

Robinson's say they have a product in each sector of the external sanpro market, to cater for all demands. "We see the chemist as extremely influential in advising customers on the most suitable products for their own particular needs," Robinsons say.

Loops declining

The looped towel sector of the market is declining very strongly, according to Chris Hunter of Kimberly-Clark. And he admits: "To be realistic, Dr Whites' is the major product." Mr Hunter attributes this decline to the activity in the press-on sector. However, Lilia-White say the market for looped towels was still worth £10m last year.

Patricia Rossiter, product manager of Dr White's, say that sales of the brand were up 5 per cent last year, and she expects it to increase brand share from 82 per cent to 90 per cent by the end of this year. The company claims that Dr White's was worth £9m sterling in 1982 — £½m more than Simplicity. The latest figures give Dr White's a 12.5 per cent share of the external market.

Dr White's will be supported this year with a spend of £500,000 entirely below-the-line, including trade bonuses and consumer promotions. Ms Rossiter sees the threat of own-label products as being less to a brand such as Dr White's because of consumer loyalty. "Women over 35 will have used it for nearly 20 years and are not likely to change to own-labels when they're loyal to Dr White's," she says. Boots take approximately 17 per cent of sales of Dr Whites and independent chemists account for approximately 15 per cent.

A market with potential growth — if Europe is anything to go by

With two additions to the panty liner market last year, Minima and Dayfresh, 1983 will show whether the market takes off — and the opinion in the trade is that it will.

Although panty liners are only a small part of the retail market at the moment, Chris Hunter, group product manager at Kimberly-Clark, predicts that it could grow to much more than its present 15 per cent. "We are very pleased with the way it is generally," he says, but we expected a lot more activity in this area from competitors. In France, following eight years of activity, there are now 22 brands of panty liner. Mr Hunter believes there is still a lack of understanding in the UK about the market.

Sales increasing

Kimberly-Clark say that combined sales of Dayfresh and Brevia last year were up 40 per cent on 1981 figures. They do not see their two products as rivals; Brevia is positioned as a value for money product, whereas Dayfresh is claimed to be the only panty liner designed to keep you fresh all day. The company's policy is to get women to try the product. "It's all totally extra business," Mr Hunter tells chemists.

Kimberly-Clark predict the panty liners sector of the external market will top 151 million unit sales this year, from 131 million last year, and 119 million in 1981.

Johnson & Johnson value the panty liners market as £5m, and say it has grown by over 60 per cent in the last 12 months. Carefree, they claim, continues to hold a 50 per cent share. They add that the recent introduction of Minima and Dayfresh can only increase the rate of market growth. Carefree will be supported with a £500,000 magazine advertising campaign for the product — part of the company's £4.3m corporate spend.

Minima promotions

Bowater-Scott, who entered the market last September with Minima, predict a 40 per cent increase on last year's figures. The brand is currently being supported with a 50 per cent extra promotion, which they hope will encourage consumer trial and increase frequency of use. Minima will also be advertised in the women's Press and on radio in a total spend for all Bowater-Scott products of over £1m.

Robinson's of Chesterfield say that panty liners and mini-pads account for 14 per cent of all towel sales, with panty liners growing faster than any other type of external product. Merrill Cotman, brand manager for Cameo, declares, "We

are confident that Cameo pant liners will be popular with women taking the Pill, since they experience only light periods requiring a minimum amount of protection." Robinson's estimate that 55 per cent of total consumer sanpro purchases are made through chemist outlets.

One sector of the market which is declining is the sales of mini-pads, Chris Hunter of Kimberly-Clark believes: "Eventually, I think, they will be caught in a sort of no-man's land." He does think there is a lot of confusion amongst customers about the use of mini-pads, but explains that Minis are part of the company's policy of being represented in all sectors of the market.

Kimberly-Clark estimate that the mini pads market has declined from 100 million unit sales three years ago, to 86 million this year.

Lilia-White claim that Fastidia is brand leader in this sector of the market. A consumer offer with a 15p coupon off the next purchase is currently running on-pack, and other promotions follow later in the year.



One of the series of Tampax advertisements currently appearing in the women's Press, with new situations to follow



The economy 40s pack of Lil-lets which are a popular addition to the range

Exchange



chemist sive.

Pennywise are exclusive to dispensing chemists and always will be.

For the past three years they've been exclusive brand leader in independent chemists—with over 20% share of all press-ons.*

They're the modern, straightforward, good-value towels that come exclusively in 20s as well as 10s—which makes them an even better buy.

They're from Bowater*Scott who also make Bodyform, Libra and Minima.

PENNYWISE ARE YOUR EXCLUSIVE BRAND LEADER.

MARKETED AND DISTRIBUTED BY BOWATER * SCOTT

PERSONAL HYGIENE



Competition hots up following a spate of recent relaunches

Beecham estimate the total anti-perspirant, deodorant market in the UK is worth £72m at rsp, with 1982 unit sales increasing 15 per cent on the previous year. The battle for shares in this market, second only to toothpaste in its promotional expenditure, is well and truly on, with the major companies reformulating and repackaging their deodorants.

The latest Mintel report puts Mum at the top of the roll-on ladder with a 16 per cent share, closely followed by Sure, ZR, and Body Mist roll-ons. Close on the heels of the Mum relaunch (*C&D*, February 26, p354) is the repackaging of Mum Quick Dry. To give greater in-store impact, there is a new pack and a larger size. The 30ml bottle is being replaced by a 40ml pack with only a minimal price increase (less than 10 per cent for an equivalent additional volume of 33 per cent, say Bristol-Myers). The four variants have been renamed, and are now coraline, azure, jade, and amber. Mum Quick Dry is currently being supported with what Bristol-Myers say is the biggest ever television campaign for any anti-perspirant or deodorant brand. Running until the end of the Summer, four commercials will appear on both ITV stations. Aimed at the younger woman, the company hopes the commercials will be seen by 80 per cent of all women aged 15 to 34. In what the company calls a 'massive' spend, the national campaign will average 425 spots.

The relaunching of the two Mum

variants is part of the company's plan to build on their "strong market position" attained over the years, and they expect it to go from "strength to strength".

Another recent relaunch is Beecham's Body Mist (*C&D*, April 9, p614). The company says Body Mist 2 aerosol doubled unit volume sales in 1982, and is now number one brand alongside Sure, moving up from fourth position. Beecham say sales are increasing in this sector at the rate of 6 per cent per year in unit volume. Nine per cent of deodorant sales are through independent chemists, Beecham calculate, with drug stores also taking nine per cent, grocers 26 per cent, Boots 33 per cent, and other outlets accounting for the remaining 23 per cent.

The first phase of the Body Mist relaunch was a "runaway success", and the second phase is now taking place, with the relaunch of the roll-on, now containing zirconium as the active anti-perspirant ingredient. Until now, Gillette's ZR has been the only brand to use zirconium. Mike Maister, Beecham toiletries marketing manager, comments: "The entire credit for Body Mist's

climbing sector share, so far, goes to our new aerosols. But now, we also have the UK's most advanced roll-ons — together with a £2.5m support programme — which will drive Body Mist 2 overall sales way out in front of the competition."

Sure is the fourth deodorant to be relaunched within the last four months (*C&D*, March 26, p528), and Elida Gibbs say this is a bid to capitalise further on their substantial stronghold within the deodorant market. Mintel calculate that Elida Gibbs held half of 1982 advertising expenditure with Sure, Impulse and Vivas. The same report gives Gillette one-fifth, and Beecham one-eighth.

Gibbs, like Beecham, estimate the market is worth a growing £72m at rsp and expect it to increase in value by 10-12 per cent. Sure increased 30 per cent last year on 1981, say Gibbs who claim it can do even better.

Ivan Bleakley, brand manager, lists five factors which have influenced the decision to change Sure — the change in women's tastes and attitudes, the increasing use of deodorants by men, the demand for down-to-earth and value for money products as a result of the recession, and the advent of bodysprays which has created the necessity for deodorants to be functional and efficient. Sure now needs to be less feminine, Mr Bleakley says, appealing to more people.

More than £1½m will support Sure, including a television campaign and promotions in the weekly and monthly Press. Gibbs claim that Sure is brand leader with a 13.7 per cent sterling share as opposed to the 10.5 per cent sterling share for Gillette Right Guard.

Although the market is quiet at the moment, Peter Phillipson, group product manager at Gillette, believes there will be "a fair bit of activity this year". Gillette expect the market to grow between seven and ten per cent this year. And the company intends to repeat the Right Guard television campaign used last year, and possibly a commercial on Capital radio. The advertising spend will be 15 per cent up on 1982, they say. Right Guard, Gillette claim, has a 21.1 per cent sterling share of the aerosol deodorant market, and 10.5 per cent of the total market.

ZR is at present number two roll-on with a 13.5 per cent sterling share, and Gillette claim the Mum share is declining. "The trend looks good, we have increased since the day we launched ZR," Mr Phillipson declares.

Going against current trends, Gillette are not repackaging their brands. Asked if the

Continued on p688

Chemist & Druggist 16 April 1983

The fact that you can't see it may be the least of its benefits.

- easy forward removal
- secure adhesion that allows the skin to breathe
- protection for the stoma and for the patient from urine leaks
- clean and simple emptying
- outstanding protection against leakage
- virtual elimination of peristomal wafers
- easy night drainage

The Lo-Profile* urostomy bag by Hollister certainly lives up to its name. Its special design and shape ensures that it passes unnoticed under clothing. You can be sure, however, that its other benefits will not pass unnoticed by your urostomy patients. Take for example the drainage tap. It's so much more convenient and hygienic than the plugs or bungs found on some other appliances. Then there is the protection against leakage with the Karaya 5* seal and the secure adhesion of the new Microporous II square, not to mention the new easy-to-fit night drainage tube. In fact the more you see of the Lo-Profile* urostomy bag by Hollister, the more you may come to think it deserves a high profile.

Lo-Profile* urostomy bag by Hollister.
Probably the most advanced urostomy bag in the world.



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ABBOTT

A market moving at a 'cracking pace'

Limara, Smith and Nephew's bodyspray, is being given a new look and a new perfume. Oriental garden becomes the fifth fragrance in the range, and packs will be flashed "new perfume".

The company hopes the change will reawaken interest in the existing perfumes. The black and silver colour combinations on the packs are retained, while individual colour panels representing each perfume have been emphasised and extended around the can.

National media support to the tune of £¼m will back Limara, with a 30-second commercial featuring the five fragrances. Smith and Nephew say the last television campaign led to an overall sales increase of 35 per cent.

A Limara lifestyle offer will run in-store, with catalogue-style leaflets available at POS. For one proof of purchase, customers will receive a Cornelia James neckscarf, and the opportunity to buy from a specially selected range of merchandise at bargain prices. POS material and a product pack will be available to the trade.

Smith and Nephew calculate that the UK bodyspray market is now worth £11m, following "phenomenal" growth from £3m at rrp in 1980, to £8m last year.

Bodysprays are here to stay, they believe, because they offer an inexpensive way of providing perfume with freshness at an everyday price.

There is however a word of warning. Many retailers are missing the opportunity, which bodysprays provide, to recoup the profit slowly being whittled away from the declining middle market fragrance sector, they say. "The path to profitability lies in offering the consumer a wide choice of bodyspray perfumes. Variety and effective merchandising are the key to volume sales."

Limara is now the number two brand, achieving a 22 per cent share in two years. But the majority of the bodyspray sector is held by Elida Gibbs with Impulse and Vivas having a 70 per cent share. Elida Gibbs say they hold 30 per cent of the total personal freshness market, thanks to Sure, Impulse and Vivas.

Fenjal perfume deo-sprays, launched in January, will "ride into a good slice of the bodyspray business on the back of its enormous perfume prestige," says Peter Glynn-Jones, Beecham toiletries marketing manager. The company aims to put Fenjal in a parallel position to that



of Body Mist 2 in the deodorant sector. "This whole sector is moving along at a cracking pace and we are going in hard and fast," Mr Glynn-Jones declares. Fabergé were not forthcoming with any details on the bodyspray market as C&D went to Press.

Continued from p686

'1983 will be a very tough year'

company has any plans to extend the range, Mr Phillipson replies: "We always look, if we can, to put in a relevant variant if there is a gap in the market."

A promotion is currently running in the independent chemists for Right Guard aerosol, offering 25 per cent extra packs. This coincides with the television campaign which runs until the end of the Summer.

"1983 will be very tough and very competitive, because we have had a lot of relaunches and a new product launch," says Mr Phillipson, "but Gillette have a very well developed and very aggressive sales promotion programme for 1983. I think we can stand up to the threat."

Feminine positioning is the key to the success of Soft and Gentle, Colgate Palmolive believe, and say research shows the product is used by teenagers and young women. Soft and Gentle, with a current volume share of 8 per cent, will be backed throughout this year with above and below-the-line activity.

Arrid will be supported by Carter Wallace with full page colour advertisements in the women's Press through the Summer — part of a total

media spend of £¼m. The company claims Arrid aerosol and roll-on is the number three brand with an 8 per cent sterling share of the UK market.

Rose is the latest fragrance to be added to the Amplex roll-on range. Ashe claim that Amplex is the second biggest selling roll-on in chemist shops with a volume share of 11 per cent.

Meanwhile a new style of packaging is being introduced by Wassen-Europ for Lindenvoss. The packs now give greater variant identification with a coloured stripe across the centre of the box.



Roc deodorants, available from the end of April, include fluid gel roll-on (30ml £4.35) and a solid gel stick, (30g £4.35). These hypo-allergenic formulations are suitable for sensitive skin and are free from perfume and alcohol. Laboratoires Roc (UK) Ltd, Avis Way, Newhaven, Sussex BN9 0JX

LETTERS

Council we want

There has been a rather muted response to my appeal for the membership to take a questioning look at the activities of the society, and now we have the Council elections with us again.

Frankly, I feel we need to elect Council members who are prepared to abandon the gentlemanly "don't rock the boat" attitude; we need abrasive, controversial Jack Straw/Norman Tebbit types, who are prepared to state their aims, pursue those aims aggressively and report back on progress to those who elected them. Incidentally, why should Council candidates not canvass for votes — both in the Press and in person? Surely that is an essential part of the democratic process.

I am certainly not interested in the fact that a candidate has been chairman of this and hon sec of that, and patron of his local Gilbert & Sullivan Society. What I want is someone who nails his manifesto to the mast and is prepared to become unpopular in order to deliver. I will vote for someone who:

Will give full and active support to a policy of rational distribution of pharmacies, and will denounce apfloggers at every opportunity, even if Council member is involved — directly or indirectly.

Will declare not only the source of his emoluments, but also any retainers and pensions received from outside bodies. Some of our representatives must find that a conflict of interests arises because of outside commitments.

Will undertake to visit at least four pharmacists each month in their home area to sound out opinions and to report on Council matters. At present, members feel they have no influence in Council affairs at all — and indeed they do not.

Members of Council do attend branch meetings, but this is not sufficient. Members of Parliament go out to meet people in the street and at work, and so should Council members.

In the past I have always completed and returned my ballot paper, voting for the two or three candidates that I have actually met. In future if no candidate fits the bill, I shall put a red pencil through the ballot paper and post it off. If all others who are dissatisfied do likewise, we shall obtain a measure of the dissatisfaction since the number of spoilt papers is always provided by the Electoral Reform Society.

If the figure is large, we shall perhaps achieve something; if it is not, we shall know that only apathy is responsible for the incredibly low voting turnout.

Clovis
C&D has always kept its columns open to Council candidates in the belief that it is both stupid and undemocratic that their views on issues which develop in the months prior to the election should be kept secret. Regrettably, however, the Society seeks an undertaking that candidates will not communicate with the pharmaceutical Press — Editor.

More Please!

Today one of my Kalspare customers came tearing into the shop waving, the cutting about it from the *Daily Mirror*. Rather surprisingly, she seemed unconcerned that her doctor was getting paid for switching her on to Kalspare, and how much that may have influenced his decision. Her worry was being used as a "guinea pig," and one of only 500, if the figure in the *Mirror* was to be accepted.

I reassured her that the two constituents of Kalspare had been used for some time, and that Kalspare had a

product licence, so had been satisfactorily tested already. I suppose I should have been flattered that she sought me out over this, rather than her doctor. So bravo and thank you, Armour, for allowing me the (unpaid) chance to counsel a patient, and do my small part in protecting your integrity.

With Armour getting the sales of Kalspare, the *Daily Mirror* getting a nice little story, the GPs prescribing it getting amply recompensed for data collection on Armour's behalf, and we pharmacists getting the FP10s, why should I churlishly begrudge a little PR work, smoothing out the affair with the odd Kalspare patient who feels uneasy?

I await your next new product launch, with whatever attendant sales promotional technique that one will have, with eager expectation, Mr Fitch. Do please send your representative soon.
Ancient Apothecary.

Candidates thanks

Please may I, through the courtesy of your columns, thank all those members of the National Pharmaceutical Association in the South West who supported my successful election to the Board of Management.

Additionally I feel that it is opportune for me to thank all those members of the NPA staff, whose guidance and expert assistance has proved invaluable during the past 11 years that I have been one of the Welsh representatives on the Board.
Hopkin Maddock
Padstow, Cornwall.

Will you please allow me the courtesy of your columns to enable me to record my thanks to those who voted for me — and to express my congratulations to my Dorset colleague Mike Thornton on his decisive victory — in the recent election for a representative of area 10 on the NPA Board of Management.

S.G. Bubb
Poole, Dorset.

Continued on p691

Don't you think her skin deserves a little protection?

One antiseptic healing cream gives mothers and families all the protection they need. It's Sudocrem. Specially made to soothe sore skin. Recommend it for dermatitis, eczema and general skin problems, knowing that many doctors and health visitors do the same. Display it, knowing it leads to high demand — and even higher profits. Make sure you keep Sudocrem in stock. To give your customers the protection they deserve.

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After years of research Fuji have created a real breakthrough in film emulsion technology. New Fujicolor HR - High Resolution - film is the sharpest, brightest, most true-to-life colour film ever developed. Available now in both 100 and 400 ASA speeds, Fujicolor HR comes in all popular sizes including 135, 110, 126, 120 and the new Disc Format!

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A choice of three smart, customer-catching merchandising packs is available: a mixed 40 pack display, a mixed 86 pack display and a special counter Disc Display. All of them give you maximum opportunity for impulse sales using the minimum of space.

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Surviving in a market town

The sale of Mr Keith Jenkins pharmacy at Burnham Market ensures the survival of a comprehensive pharmaceutical service in that town. But people are not so fortunate in other large villages and market towns, where economic factors have precipitated bankruptcy and subsequent closure of the old established pharmacy.

We have witnessed the migration of the dispensing doctor from small villages to market towns, where he has bred with remarkable fecundity and given birth to a new generation of aggressive practitioners who, by concealing their self-interest in the rhetoric of benevolence, have ensured the growth of their cottage industry to the serious detriment of the overall pharmaceutical service to the patient. An instance reported to me recently highlights the situation.

Mrs M from P, a village 5 miles from this market town, presented a prescription for three items. The pharmacist had to phone the relevant surgery as the strength for one item was not written. The dispenser informed him that the prescription must be dispensed at the surgery and refused to confirm the strength. The pharmacist insisted on speaking to the prescriber who restated that Mrs M *must* return to the surgery. The patient insisted that she wished her prescription dispensed at the chemist. The prescriber then divulged the information required and added he would now “steal one of your patients.”

In this particular case, notwithstanding the clear right of the patient, even if registered for dispensing with the doctor, to choose to come to the pharmacy, the interest of the patient was not considered and she was expected to walk a further ¼ mile to the periphery of the town to obtain her medicines.

To threaten the interests of the pharmacy concerned was unreasonable and unethical and the whole matter



Mr Keith Jenkins, MPS (centre), a community pharmacist for 31 years, receives a retirement gift of a set of cut glass claret glasses from Unichem's Walthamstow branch manager, Mr David Goulding (C&D, February 26, p350). They are pictured with Mrs Anne Hill, MPS, who will be the eighth proprietor of the 150-year-old pharmacy in Burnham Market, Kings Lynn, Norfolk, who took over at the beginning of the month. The notorious Burnham Market murderer of the 1860s bought his arsenic at the pharmacy, which is now a listed building

throws a serious light on the intentions of the dispensing doctor and misuse of his powers — the consequences of which could be *disastrous* for the reputation of the general practitioner and the practice of pharmacy in this country.
Pugnare

Parallel doubts

Reading the “Letter” column of your April 2 issue, on parallel importing and Mr Astill’s comments, I find it hard to comprehend:-

1. Why a manufacturer warranty is linked to a licence to import. Unless the manufacturer excludes other markets in his warranty, then there will be no legal grounds to rely on. Even then it is doubtful whether such an exclusion clause would be upheld by an EEC court. If the argument goes that the imported ethical has been tampered with, then surely it is up to the importer to adduce evidence to the contrary.
2. Why the “feeling” of some companies

quoted by Mr A. Hunter should make re-importing “void their liability,” and why that such a feeling is relevant in a question of liability. It is clear to me that a manufacturer, reputable or otherwise, will have to accept third party liability once negligence is established on his part and damage has resulted, providing no contributory negligence can be established on the part of the re-importer.

3. Why Mr Astill makes a distinction between an exporter and an importer (a distinction which is valid, but only for the existence of the EEC). The distinction ignores the whole concept of the free movement of goods and services within the EEC countries.

I find myself in total agreement with Mr Hamilton about the nature of the NPA’s latest statement, and a ruling by the EEC Commission would be most welcome.

M.S. Habib,
Director, Aqua Pharmaceutical Ltd,
London EC1.

NPA reject

I duly paid my subscription to the National Pharmaceutical Association in December for £95.00 but am now told that my period of grace has long expired and that none of the NPA or Chemists’ Defence Association benefits can be extended to my business unless I pay the £50 levy for the advertising campaign.

I do not support the campaign and pointed this out on the questionnaire. They now tell me that if I do not pay the £50 I must resign from the NPA, despite the fact that I have been a loyal member for over 30 years.

It is now a question of pay up or get out. One of the attractions of the NPA has always been the built-in indemnity cover. I now find that Unichem, in conjunction with Commercial Union, are offering £1,000,000-worth of indemnity for just £25 per year. Who needs the NPA?

Norman Hart
Birmingham.



ORDER YOUR
ZERO
THROWAWAY PANTEES NOW!

Contact your local wholesaler or write to
Undercover Products Int. Ltd., Queensway Industrial Estate,
Wrexham, Clywd, North Wales. Tel: (0978) 353535. London Office: 01-451 3151.

Free movement for salaried pharmacists only in the EEC

The Pharmaceutical Society's Council has received a draft report from the Legal Affairs Committee of the European Parliament suggesting that the free movement of pharmacists should at first apply only to those in salaried employment. Council says it is "concerned" about the proposal.

The European Economic Community (Policy) Committee has been told the report was suggesting a compromise as a first stage in meeting the European Commission's proposals concerning the mutual recognition of pharmaceutical qualifications and the right of establishment. Once freedom of movement was established for employees the Commission would, as a next step, ensure that the conditions relating to the right of establishment were harmonised so that future proposals could deal with the question of self-employed pharmacists.

The Committee noted that at a March 7, meeting of the European Pharmacy Group executive committee, all the member States except Germany and the UK had supported the new proposals, on the grounds that they would appear to consolidate the present control of geographical distribution while allowing for freedom of movement of employee pharmacists.

The EEC (Policy) Committee considered that if the proposals went through it would be possible for a French pharmacist either to buy a company in the UK and become its employee, or to be employed in the UK for a period and then seek to purchase a pharmacy. If registration was then refused, he might well have a right in law to the European Court. The Committee was sure the proposals would raise problems with regard to company law in Britain, and the way in which pharmacists could operate under the Companies Acts.

Council accepted a Committee recommendation that comments on the proposals should be reserved until contact had been made with members of the Legal Affairs Committee in order to explain the effects that the proposals might have on UK pharmacy, bearing in mind that companies were able to conduct pharmacies in the UK.

Logo working party

Council has set up a working party to consider the case for a corporate emblem design for the Society. It is to look at the principles and problems rather than a specific design, and come back with an

interim report on the use or non-use of the logo before determining the design.

The Council was reminded that the 1982 branch representatives' meeting had expressed the opinion that the Council should "recommend a universally recognised and registered symbol for display at pharmacies so the public may readily identify such premises." After discussion of the matter by the Organisation Committee (C&D November 13, p878), the Council had sanctioned expenditure not exceeding £12,000 for the design of a corporate identity scheme for the Society, its members and their establishments, and three qualified designers specialising in corporate identity had been invited to submit preliminary proposals.

The three designers had been asked to present their ideas at the March Council meeting. Only 15 members of Council had been able to attend the presentations. At its next meeting the Council agreed to set up a working party, the members of which would be appointed by the officers from those Council members who had seen the presentations: Mr Balmford, Mr Gordon, Mr Hunt, Dr Maddock and Mr Smith were appointed. It would consider the case for a corporate emblem and, if appropriate, which design should be used.

Dr Darling suggested the Council might be being a little precipitate. He felt that it would be more appropriate for the working party to consider the principles and problems rather than a specific design, and come back with an interim report on the use or non-use of the logo before determining the design. This was agreed by Council.

Dr Booth said that he would like to see the wider terms of reference of the working party set out. Was it simply to decide on whether a logo should be used, or to consider the problems consequent upon the institution of a logo? The President said that it was the wider remit.

Student numbers

At a tri-partite meeting of Council, University Grants Committee and the National Advisory Body for Local Authority Higher Education, there had appeared to be general agreement that the number of students should be reasonably related to manpower requirements, and that the total annual perceived needs of the different aspects of pharmacy would be about 650 full-time equivalent pharmacists.

That is consistent with the Society's

view that there should be a UK student intake of about 1,150, which could be expected to result in some 900 newly registered pharmacists each year, taking into account the growing proportion of women on the Register and the pharmacists who are engaged on a part-time basis or not at all.

So far, cuts in pharmacy student numbers had occurred only in the university sector, and the Society emphasised the need to return to the pre-1981 balance between public and university sector numbers. Attention was drawn to the essential role of all existing schools of pharmacy in the arrangements for the continuing education of pharmacists.

The Society is to inform NAB & UGC that, as the registration authority, it should be consulted on any future discussions within the NAB and UGC on pharmaceutical education.

Confusing proprietaries

The Society is to send further evidence to the Minister for Health on the confusion that can be caused by proprietary products marketed with similar names.

It was reported to the Practice Committee that the Minister had replied to an earlier letter from the Society to say that he shared the Society's concern. He suggested that there would be doubt about the legality of the Society's proposal that product licences could be refused on the grounds of safety when a confusing name was chosen. Nevertheless, he said, the licensing authority already achieved considerable success through informal discussion with companies in respect of new applications where the proposed names were likely to cause confusion.

He added that his department hoped shortly to put proposals to the Committee on Safety of Medicines on a voluntary code of practice for industry which would, *inter alia*, set out some principles to be observed in devising trade marks. The Society would be consulted on the proposals. In the meantime, it would be helpful to receive any further examples that came to hand.

Mechanical labelling

The Council is not to change the proposed date of implementation of its requirement with regard to typed or mechanically printed labelling for dispensed medicines.

The matter was raised at the meeting of the Practice Committee by the treasurer, who suggested that, bearing in mind the recent publicity and the Society's decision to hold a computer exhibition, it might be opportune to consider extending the deadline from January 1, 1984. The Committee decided that adequate time was available and therefore recommended that no change in the proposed date of implementation be made.

Continued on p694



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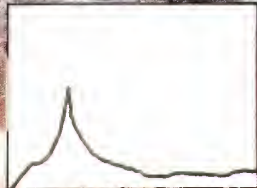
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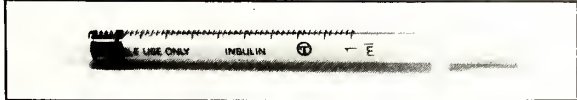
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Printed labels 'no problem' for '84

Dr Maddock expressed concern about the timing of the introduction of the requirements when the Committee's minutes came before the Council. He said there were some 28 companies listed as providing equipment which perform the labelling function, and another eight companies were about to bring out equipment. He wondered whether the Council might not be getting itself into a little difficulty, in a sense that members of the Society were being subjected to high pressure salesmanship from many sources. Perhaps some sort of guidance might be given to members to help them, he suggested.

Mr Balmford said he saw no problem. There were already typewriters available, and there was ample time for members to look at different machines. Mr Dalglish agreed. Typewriters, he said, had been around for a long time, and the final recommendation of the National Pharmaceutical Association had been that serious thought should be given to buying typewriters.

Stocking of CDs

The Society is to remind a Lancashire Local Pharmaceutical Committee of its policy that pharmacies should stock Controlled Drugs, although in limited quantities. The community pharmacy subcommittee of the Practice Committee was informed that the LPC had agreed with the Local Medical Committee on a voluntary ban on the prescribing of Diconal to addicts. Pharmacists, having cleared existing stock, would cease to hold stocks of Diconal, and doctors would advise patients, eg, those with terminal conditions, that there would be a delay in obtaining supplies.

BP formulary changes

A meeting is to be held at the Society's headquarters on June 15 to discuss the British Pharmacopoeia official formulae for liquid preparations. The meeting is to be held because of the BP Commission's concern for improved stability and preservation in old liquid formulae, many of which are not considered satisfactory by current standards. The meeting will be open to members of the Society and of the Joint Pharmaceutical Analysis Group.

Considering a BP Commission document setting out proposed changes to the formulary, the Science Committee noted that the proposals could lead to problems for the community pharmacist. It was agreed it was important there should be a wide discussion of the issue and the views of community pharmacists obtained.

Garg and Mr Yuk

The Society is to inform an inquirer that it cannot support the labelling of poisonous substances with cartoon characters (Garg and Mr Yuk) designed to deter children from consuming the substance.

☐ The Society is to write to the Department of Health proposing a voluntary code of practice for retailers to combat the problem of solvent misuse ("glue sniffing").

☐ The Society is to hold exploratory discussions with the Department of Health on the change of status of certain Prescription Only Medicines to that of Pharmacy only medicines.

☐ The Society is to encourage the wearing of identifying badges by pharmacists. It was noted that the use of name badges was growing in community and hospital pharmacy.

☐ The Education Committee has confirmed community pharmacies approved for preregistration experience are expected to provide experience in extemporaneous dispensing. Unless there is a reasonable range of equipment available for extemporaneous dispensing, they will not be recommended for approval.

☐ Following detailed discussion of the proposed amendments to the Merchants List, the Society is to accept an invitation from the Animal Health Trade Association's Group to discuss the code of practice for merchants.

☐ The Society is to call a meeting with representatives of the veterinary profession to discuss the latest document from the Ministry of Agriculture on the future of the merchants' list.

☐ An exhibition on computer equipment is to be mounted in the Society's headquarters on a Saturday and Sunday in the Autumn. There will also be lectures on the use of computers in pharmacy on both days. ■

NEWS EXTRA

Slimming products 'a waste of money'

"Don't waste your money" is the verdict of the latest *Which?* report on slimming products. But not all products are a waste of time — some may be worth a try.

Starch blockers and appetite suppressants can be replaced by an apple before a meal, the report says. And people should also steer clear of powdered protein products, as a total meal replacement, *Which?* warns. Doctors are said not to be yet convinced this sort of diet has any advantage over an ordinary reducing diet.

But meal substitutes, such as bars and biscuits, "may be worth a try," *Which?* says, if the dieter needs a psychological boost or has only a few pounds to lose — 151 out of 473 people found them "quite helpful," but the report warns they will not help to retrain bad eating habits. Low calorie foods and drinks can also be useful during and after a diet.

Another slimming technique disapproved of is the fashionable Beverly Hills Diet. "This diet can be dangerous if followed for a long time, causing symptoms such as diarrhoea, weakness and dizziness." However, another craze diet gets the seal of approval from the *Which?* experts — the F-Plan diet "seems to be balanced, healthy and easy to follow."

Included in the same issue of *Which?* is a review of the shampoo market which points out that "while an expensive shampoo may use more expensive ingredients than a cheap one, these are likely to be the perfume and other additives rather than the detergent which actually washes your hair. And this cost difference is unlikely to be as high as the ultimate difference in selling price."

Using a sample of 165 people to test the leading shampoos, the report concludes that while users were "fairly satisfied" with most of the shampoos, they were rather more critical when it boiled down to which they liked.

More News Extra on p696

SCOTCHEM'83 THE SCOTTISH RETAIL CHEMISTS EXHIBITION
The McLellan Galleries, Sauchiehall St, Glasgow 10-12 July 1983.

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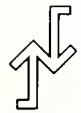
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Pre-reg salaries 'unacceptable'

Low salaries offered to some pre-registration pharmacy students employed in private community pharmacy are totally unacceptable, the British Pharmaceutical Students' Association conference decided at its annual conference, held in Aberdeen this week.

The conference recommended that prior to approval of such establishments for the purpose of pre-registration training, the Council of the Pharmaceutical Society should ensure that a minimum salary is offered subject to annual review. The motion is to be put forward by BPSA at the Branch Representatives' meeting this year.

Exploited by low wages

Anne Skipper, president, proposing the motion, said students had to accept low wages because there was no alternative; they were thus exploited. She said pre-registration salaries were "pretty low considering they were for graduates" and that the Society did not really care how much the students were paid.

Miss Skipper noted that the BPSA executive had reports of one student being offered £2,000 per annum and another £40 per week, and pointed out that the Department of Social Security's grant for taking on a pre-registration student was

not much lower, at £1,725. [The grant will increase to £1,850 from June 1.]

In reply to a question on the incidence of low wages, Anne Skipper said there were three known cases to date, and probably many more that had not been reported. Peter Neal (public relations officer) concurred. He said many more reports of low pay were being received, and suggested presenting figures to the Society to make a stronger case.

Kate Featherstone (postgraduate), supporting the motion, said a number of students in London last year were underpaid, and students should stand together to maintain a decent wage. "If an employer thinks he is able to exploit us he will continue to do so," she said. Angus Carmichael (the "Square") thought the situation was "disgusting" and suggested that retailers who took on students must be defrauding the DHSS by accepting the grant and offering such low wages. The motion was carried unanimously.

Conference also agreed unanimously that generic substitution can only be damaging until realistic standards are introduced into the BP. Mark Walker (International Pharmaceutical Students' Federation liaison officer) argued that problems of bio-availability affected relatively few drugs and that BP was not the place for such standards because of the time taken for these to be agreed and printed. Peter Neal, for the motion, said realistic standards were necessary before generic substitution could be effective.

begun a review of gradings of the new DPhO posts following the NHS reorganisation a year ago. Mr M. Cullen, vice president, said future gradings should continue to be based on population and "bed" bandings. There is also a need, he said, to produce a structure which will encourage hospital pharmacists to seek promotion to officer grades and one that is self-financing.

Council noted that the "old style" DPhO allowances, ie the annual allowance which was previously added to a principle pharmacists or area pharmacists salary, would be protected for a period of five years.

Honorary membership

The Guild is to extend honorary membership to "Persons who have been involved in international affairs relating to hospital pharmacy and who have contributed significantly towards understanding and co-operation in this field." Council wanted this facility to mark its 60th year with honorary appointments.

Dr S.E. Fullerton has been nominated to serve as a representative on the staff side of the General Whitley Council.

Following the departure of Jane Moffatt, MPS, from the Guild Council, it was agreed that Jon Cooke, MPS, principal pharmacist at Leeds General Infirmary, should be co-opted to the vacant national seat for one year.

LPC Conference Continued from p657

'Clawback of discounts should cease'

basis was, with the approval of delegates, turned into one asking PSNC to urge the DHSS to cease the clawback of discounts: not surprisingly, the substantive motion was passed.

Coventry's next resolution that amendments to the Drug Tariff should be published monthly, was passed after being proposed and seconded, but without debate.

Essex LPC withdrew a resolution calling on FPCs, in consultation with LPCs, to delineate areas as "open, closed or intermediate for BPA payment purposes," because it was put to them that a Camden and Islington motion, if accepted, meant the same thing in practice, but without the involvement of the FPC as an arbiter. The Essex resolution had been vigorously debated with concern expressed that FPCs were not sufficiently impartial to define localities. The Camden and Islington motion was then passed and read: "In view of the disastrous effects of 'leapfrogging' the conference considers that PSNC should negotiate with the DHSS the necessary legislative arrangements to institute a 'closed list' system for pharmaceutical contractors providing Part II pharmaceutical services."

'Pharmacies needed' register

Mr A.G. Morris, Essex, proposed PSNC should maintain a register, on information supplied by LPCs, of localities within which the establishment of a community pharmacy would be desirable. He said it should be a national register, be updated annually and be freely available for inspection by pharmacists. After Mr E.M. Nuttall had seconded the resolution, it was accepted by conference without debate.

Conference agreed to a Somerset motion for the adoption of the Scottish stock order system.

A Redbridge and Waltham Forest motion calling on the Secretary for Social Services to accept specific LPC nominees for FPCs, rather than choosing from an LPC list, was well supported. Mr Bob Worby, seconding, said taking away the free right of nomination was an affront to the profession. Pharmacists would lose their sense of co-operation in a pyramidal NHS service. Conference also passed a motion "on the nod" deploring the DHSS decision not to allow deputies for the LPC nominees appointed to FPCs.

Finally, doubts about the role and the impartiality of FPCs in administering a premises inspection scheme allied to the payment of the BPA, resulted in the St Helens and Knowsley LPC motion on the idea being turned down. ■

Guild reports emergency payments deadlock

The chairmen of both the staff and management sides of Pharmaceutical Whitley Council had their request for a meeting with the Minister for Health to discuss emergency payments for hospital pharmacists turned down. The Department's reply was that the Councils had agreed a two-year pay settlement, no new money was available and no use had so far been made of the £154,000 set aside for emergency payments.

The Council of the Guild of Hospital Pharmacists meeting last week agreed to make a further joint response to this reply to the effect that in comparing the money available to pharmacists with the rates of payments currently available to other NHS staffs, extra monies must be injected into the system, if hospital pharmacists are not to lose money in future salary negotiations.

More monies?

Council wondered if the £154,000 referred to by the Minister was still available in this new financial year and what other possible monies were in the system.

Ms Donna Haber, divisional officer, urged members to ensure that every MP had been encouraged to sign the early day motion.

Pharmaceutical Whitley Council has

COMPANY PROFILE

CPS — offering a service to the pharmaceutical industry

Contract Pharmaceutical Services began operating in March as a major supplier of contract services for the development, manufacture, packaging and distribution of pharmaceuticals. The ability to obtain product licences with the minimum of delay is, they say, a speciality of the company.

Services include the manufacture and packaging of tablets, liquids and powders for pharmaceutical, veterinary, beauty and specialist health food and grocery manufacture. CPS also supply specialist raw materials to customers' specifications, devise product formulae to meet their marketing needs, obtain product licences, pack products and originate artwork for labels and point of sale material. All premises are fully licensed by the Department of Health, they say.

Household names

CPS have taken over the activities of the contracts divisions of English Grains based in Burton-on-Trent, Ashby-de-la-Zouch and Tredegar, Wales. Clients are said to include "household name" market leaders who either do not have a manufacturing capacity, have met a sudden unexpected demand, are testing a new line or have come for emergency help because their factory has been put out of action by some accident or disaster.

The company works closely with part of the English Grains group, the British Analytical Control Ltd, who have microbiological, chemical and laboratory services next to the CPS factory at Burton-on-Trent. "This means we can provide analytical and microbiological services, essential elements in the development of new products, the acquisition of product licences or for a licence review," says executive director



Simon Boardman-Weston, executive director of Contract Pharmaceutical Services

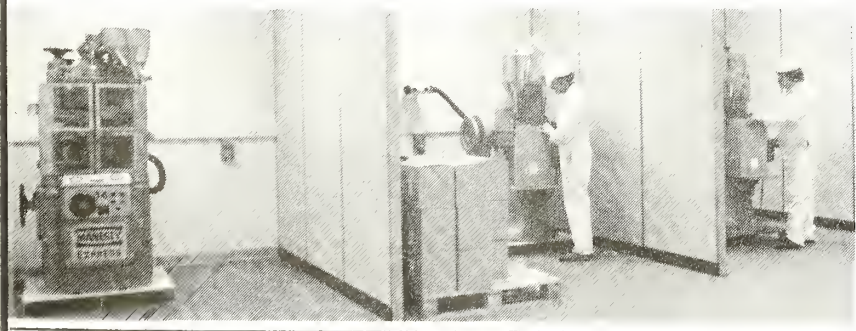
Simon Boardman-Weston.

Mr Boardman-Weston says CPS technical experts have the skill and experience to ensure that all data proposed in product licence applications reach the highest standards. "Sometimes a pharmacist or doctor has the idea for a new product, without the expertise or facilities to take it further. So we create the formulae," he says. "We have handled two products recently like this which are now being marketed by international companies." CPS can also help to amend a formula to enable it to be more economically produced and yet still satisfy DHSS requirements, says Mr Boardman-Weston.

Tablet facilities

The manufacturing facilities for tablets include high speed mixer granulators, fluid bed driers and a wide variety of tablet compression machines. Other production facilities include automatic tablet coating, as well as traditional coating pans. Film coating can be done on a large scale in addition to sugar coating.

Tabletting machines at Contract Pharmaceutical Services, who take over the activities of the contracts division of English Grains based at Burton-on-Trent, Ashby-de-la-Zouch and Tredegar, Wales



"We have built new premises to handle liquid medicines," said Simon Boardman-Weston. "We can produce a wide range in both large and small volumes for the proprietary and generic markets."

Pharmaceutical companies who want to market products with strong contaminating odours or colours can use the isolation unit at Burton where manufacture can be undertaken well away from other production areas.

CPS also offer an art service for packaging and labels, starting from the original creative design to final legal vetting of the label to meet requirements in countries throughout the world.

"We work for a multitude of customers, but each account is completely confidential," said Simon Boardman-Weston. "That is how we built our business, and that is how it will continue under the new company." ■

IPMI Conference

Defining rurality — a future problem

The definition of rurality is going to be one of the problems of the post-Clothier era, and Mr Miall James recently gave the recent Institute of Pharmacy Management conference six criteria which could be used as guidelines.

There has been a dispute between pharmacists and doctors for very logical reasons, said Mr James — history and the legal profession at the Department of Health. "The fact we now have an agreement reflects a great deal of credit upon negotiators for both doctors and pharmacists, but not the DHSS. The Department has been like Pontius Pilate — sitting back and letting the rest sort it out."

Mr James suggested the following as guidelines in determining whether an area was rural or urban:—

- ☐ Population of parish or ward (in boroughs or former urban districts) of over 10,000.
- ☐ Street lighting on side and major roads.
- ☐ Sewage provided automatically by the water authority.
- ☐ Bus services not less frequent than one hour.
- ☐ Less than 5 per cent of the population either employed or retired from agriculture.
- ☐ The electoral register compiled in street order, not alphabetically (rural registers are compiled alphabetically, urban areas are compiled by street).

"If none of these criteria are fulfilled then I would expect an area to be classed as rural, and if such an area was presented to me at the next meeting of the Essex Dispensing Committee I would have to find very good reasons to prevent it being conceded as rural."

Vestric push first-half profits up 50pc

Vestric achieved a sales increase of 22 per cent in the six months to December 31, 1982 — pushing total turnover up to £135.5m. Trading profit rose 50 per cent to reach £1.8m.

Despite tough trading conditions, the company says it has increased market share and seen steady growth throughout the period.

'Parallel importing threat'

Managing director Peter Worling says: "The major threat facing the industry is the development of parallel importing, with the market being flooded by discounted products from many

sources." Further developments in Vestric services — such as their financial support package — are promised for the current year.

Parent company Glaxo increased turnover by £97.5m to £504.4m. Pre-tax profit was up £29.55m at £86.3m. Excluding Vestric's contribution, sales were up 24 per cent on the previous year. Exports were up £23m at £117m. Zantac was launched in a further 13 countries in the period, bringing the total to 31.

Market experts had expected Glaxo's first-half profits to be somewhere between £80m and £95m. Profits in the full year are now expected to approach £200m.

Financial Times and *Daily Telegraph* make their first appearances this week. There are currently four in the series, each concentrating on the work of a particular Hoechst division.

The company's pharmaceutical activities are described in an advertisement examining average life expectancy since 1840 and carrying the copyline "You can expect a longer life. But will it be worth living?"

The development of a further four to six advertisement designs is planned for later in the year. The campaign will run until November, and interested readers can also send for a free booklet setting out Hoechst's activities in detail.

David Pearson, MPS, — first winner in Unichem's top ten cash bonanza — last week received a cheque for £1,000 from Unichem managing director Peter Dodd. A further cheque for £100 is to be shared by the five staff of Mr Pearson's pharmacy in Lupus Street, Victoria, London



Drummond to concentrate on smaller branches

R. Gordon Drummond are continuing the management review which saw the disposal of 12 of their branches last year (*C&D* October 16, 1982, p718). In the past two months the company has sold four branches in Exeter, Glenrothes, Cardiff and Swansea.

The company sees its retail outlets as falling into two very different categories. The majority are small "chemist shop" type sites, but the company also operates a number of larger branches whose 3,000-plus product lines make them more comparable with major multiples such as Boots and W.H. Smith. This large product range, in what is a relatively small chain, weakens Gordon Drummonds' purchasing power and has been blamed for making the company less profitable.

The decision has now been taken to begin a process of weeding-out these larger branches, a company spokesman told *C&D* this week. "We have decided to concentrate on the area where we are most competitive and where we do best." Geographical factors have also played a part, with the company's warehousing and distribution functions felt to be overstretched by some of the branches furthest from Gordon Drummond's base areas in Scotland and the South West.

The company feels that the logic of this operation will lead to it keeping "none or very few" of the larger stores. The current policy of disposals will be pursued as suitable opportunities for individual disposals arise.

Unichem make offer for Swansea stock

Following the news that the board of Swansea Wholesale Chemists is considering winding-up the company (*C&D* last week), Unichem have put in an offer for the company's stock. A final decision on the company's future is to be taken at a shareholders' meeting on April 18.

A letter circulated to all pharmacists in the affected area contains a Unichem offer to make up any shortfall in repayment of shareholder's capital, up to a maximum of a further 25p in the £1. The letter also draws attention to the benefits of Unichem membership, enclosing application form and trading details. Pharmacists in the area are promised an immediate visit from a Unichem representative.

Hoechst spend £0.4m on corporate image

Hoechst UK are launching a £400,000 corporate advertising campaign aimed at convincing the public that the company is "spending £1m a day on a better tomorrow."

Full-page advertisements in the

CHEMEX'83

THE RETAIL CHEMIST EXHIBITION

The Cunard International Hotel, London W.6. 11-13 September 1983.

INFORMATION and ADMISSION TICKETS from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring St, London W2 3RB. Tel: 01-262 2886.

1982 'encouraging' for retailers

Despite the continuing recession, 1982 was an encouraging year for retailers according to the latest *Retail Business*. Although turnover did not rise as fast as recent years there was a noticeable improvement in the volume of business, while the rate of retail price inflation fell back sharply during the year. In the second half of the year, indeed, volume sales were advancing at a rate that approached a mini-boom" it is included.

Retail sales over the year rose 8.6 per cent to reach £68,155m. Volume sales rose 6 per cent, roughly twice 1981's rate. Non-food specialists managed above average volume growth of 3.9 per cent.

New-design cheque cards due in May

New-style cheque guarantee cards are to be distributed from May 1. There will be a change in the way the system works, however, and the existing £50 limit will continue to apply. The new cards feature a redesigned signature strip, with the issuing bank's logo replacing the EC symbol which currently appears.

Existing cards can be used until expiry date, when they will be replaced by the new design. All existing cards are to be placed within the next two years. There will be no change to Visa cards such as Barclaycard and Trustcard.

Cheque cards issued in the Republic of Ireland will cease to apply in the UK from May 1. The banks have also introduced modified arrangements for dealing with cheques used in Europe.

Lloyds dismiss forged coin rumours

Lloyds Bank this week described rumours of widespread forgery of 50p coins as completely unfounded." Lloyds say they have been inundated with calls from retailers and members of the public concerned about possible forgeries. They think the rumours spring from the decision last year to drop the word "new" from new pence on coins. As these coins reached the shopper, rumours spread that coins without the word "new" were forgeries.

Further increase in chemical failures

Business failures in the chemical industry are continuing to rise despite a levelling-off in many other business sectors, according to business analysts Dun & Bradstreet. There were 70 liquidations in

Within the sector, however, the miscellaneous group — which includes chemists — showed worse turnover progress in 1982 than in the previous year. Their 1981 increase of 8.4 per cent was reduced to 6.4 per cent in 1982.

Retail price inflation rose by only 4.9 per cent in 1982, compared to 12 per cent in 1981. Small businesses increased their sales by 5 per cent — half that of the large stores. This gap is, however, a point narrower than the previous year.

Inflation is thought unlikely to again fall below 5 per cent in 1983, and it is felt the rate may begin to rise again if the recent consumer boom continues. Volume levels in 1982 are not expected to be sustained at 1982's pre-Christmas levels. *Retail Business No 302, Economist Intelligence Unit Ltd, Spencer House, 27 St James's Place, London SW1A 1NT.*

the industry in the first quarter of 1983, with an additional six bankruptcies. This represents a 79.5 per cent increase on 1982's equivalent, but only a 13 per cent increase compared with the previous quarter.

Company liquidations across all sectors of industry totalled 3,195 in the first quarter of this year. Although 22.5 per cent higher than the previous year, this represents a slight decrease on the last quarter of 1982.

Japanese drug market guide

Companies wishing to extend their sales to Japan can now obtain guides to that country's markets in pharmaceuticals, food and biotechnology. These are the first of a projected series of Japanese guides published by Mitaka. Clive Smith, managing director of the company, believes the language barrier prevents many Western companies from gaining the inside information essential to successful dealings with Japan. Japanese guides are available on subscription at an annual cost of £180 from *Mitaka, 3 Tavistock Street, Leamington Spa, Warwickshire.*

Retail sales

The Department of Industry's February retail sales index showed a year-on-year increase of 9 per cent to 147 for dispensing chemists (NHS receipts are excluded). This compares with an 8 per cent rise to 149 for all businesses.

Briefly . . .

■ **R. Maskell Ltd** have purchased the Lilo trademark and stock from GPG International. All orders and inquiries for future business should now go to 31 South Quay, West India Docks, Poplar, London.

COMING EVENTS

BIRA symposium

The fifth British Institute of Regulatory Affairs symposium is to be held at the University of York on June 29 to July 1. Entitled "Medicines review worldwide: a patient benefit or a regulatory burden?" the symposium will cover the philosophies behind the review of existing medicines as well as its impact on the pharmaceutical industry and the patient. Application forms from *Mrs H. Christodoulou, Roussel Laboratories, Wembley Park, Middlesex.*

NI lecture

Professor A.H. Beckett, professor of pharmacy, Chelsea College, University of London, is to present a special lecture in Northern Ireland this month. The lecture, "Drug delivery systems: their use and application in modern medicines", will be given in the North lecture theatre, Medical Biology Centre, Lisburn Road, Belfast, at 8pm on April 27. All pharmacists are welcome to attend the lecture, sponsored by May & Baker.

Monday, April 18

Barnet Branch, Pharmaceutical Society, Barnet General Hospital Postgraduate medical centre, at 8pm. General meeting followed by Mr R.G. Todd on "The Societies library and museum."

Mid Glamorgan East Branch, Pharmaceutical Society, The White Hart Hotel, Pontypridd, at 8pm. Dr C. Long on "Skin disorders and dermatological products."

Tuesday, April 19

Northumbrian Branch, Pharmaceutical Society, Winthrop Laboratories, Fawdon, Newcastle, at 7.30pm. General meeting followed by lecture and tour of laboratories. Buffet supper.

Fife Branch, Pharmaceutical Society, Anthony's Hotel, Kirkcaldy, at 7.45pm. General meeting followed by film show from Bencard Ltd.

Ayrshire Branch, Pharmaceutical Society, Balgarth Hotel, Dunure Road, Ayr, at 8pm. General meeting.

North Metropolitan Branch, Pharmaceutical Society, Coram Lecture Theatre, School of Pharmacy, at 8pm. Professor J.E. Rees on "Novel forms of administration."

Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester, at 8pm. General meeting.

Wednesday, April 20

Crawley, Horsham & Reigate Branch, Pharmaceutical Society, Boots Ltd, Queen's Square, Crawley, West Sussex, at 7.30pm. Mr G. Arundell on "Pharmacy label printers" followed by general meeting at 8.45pm. Refreshments.

Slough Branch, Pharmaceutical Society, Wexham Park Hospital, Slough, at 7.30pm. General meeting.

Northern Scottish Branch, Pharmaceutical Society, Postgraduate medical centre, Raigmore Hospital, Inverness, at 7.45pm. General meeting followed by talk by Mr G. Calder, chief pharmacist, Scottish Home and Health Department. Wine and nibbles.

Worthing Branch, Pharmaceutical Society, The Beach Hotel, Marine Parade, Worthing, at 8pm. General meeting followed by an officer of Littlehampton Police on "Crime prevention with particular reference to security."

Buckinghamshire Branch, Pharmaceutical Society, White Swan, Walton Street, Aylesbury, at 8pm. General meeting followed by Bernard Hardisty (Winpharm) on "Hobbypharm." Buffet.

Thursday, April 21

Bristol Branch, Pharmaceutical Society, Edward Jenner Postgraduate medical centre, Bristol Royal Infirmary, at 7.30pm. General meeting followed by medical film and buffet.

Bedfordshire Branch, Pharmaceutical Society, Bird-in-Hand, Henlow Camp Crossroads, at 8pm. General meeting.

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Ninewells Hospital, at 7.30pm. General meeting.

Bradford and Halifax Branch, National Pharmaceutical Association, Victoria Hotel, Bridge Street, Bradford at 8pm. Annual meeting, and Mr John Charlton (former secretary central NHS [chemist contractors] committee) on "Reminiscences".

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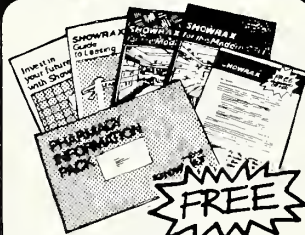
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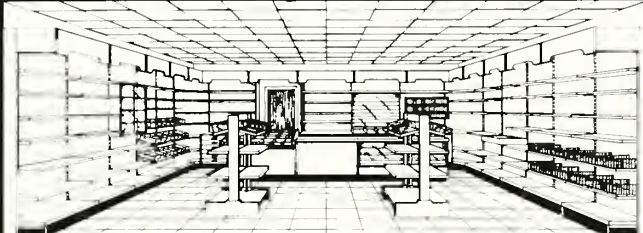
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